

NATION'S MOTORISTS WILL HAVE SPECIAL ENTERTAINMENT
EN ROUTE VIA NBC RADIO'S 4-HOUR 'ROADSHOW' SERIES

- - -

Safe Driving a Key Goal in Saturday Afternoon Program of News,
Music, Traffic Information and Courtesy Awards

PREMIERE

Safe, sensible driving will be rewarded handsomely on NBC Radio's new four-hour program, ROADSHOW, which will be introduced on the network Saturday, Jan. 9, from 2 to 6 p.m., EST. (WNBC will carry the 2-5 p.m., EST segments).

Produced by Parker Gibbs, "Roadshow" is designed to interest and entertain the weekend motorist. In addition to the contests, the program will feature both live and recorded music, weather reports, brief news digests and local cut-ins for reports on local traffic conditions.

Each week "Roadshow" will dispatch a "Mr. Safety" in two unspecified areas. Equipped with an automobile telephone, "Mr. Safety" will cruise the highway looking for a courteous, considerate driver. As soon as he finds him, "Mr. Safety" will stop and introduce him to "Roadshow" listeners by telephoning the studio. The motorist will be rewarded with a \$100 savings bond, a wrist watch and a portable radio.

In addition to selecting this motorist, "Mr. Safety" also will note the license plate numbers of other courteous drivers. These numbers will be announced on the program. If the driver concerned calls in, he will receive a prize.

(more)

MAINTAINING RECORDS WITH DATE SPECIAL INVESTIGATION
ON THE 15th AND 16th 4-HOUR PERIODS, 1961

DATE ISSUED: 15th 1961 IN THE 15th 4-HOUR PERIOD, 1961

NAME, TITLE, ORGANIZATION AND ADDRESS

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Another feature of "Roadshow" will be safe-driving limericks. The listener who does the best job of completing the unfinished limerick will be awarded a \$25 bond.

It has been estimated that there are 26,000,000 automobile radios in the United States. "Roadshow," which will be heard at a time when highways are in heavy use, is the first program specifically intended to entertain and provide a service for the motorist, as well as to encourage him to operate his automobile safely and sanely.

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NBC-New York, 1/4/54

17/01/2012 10:55:00

'COLLECTOR'S ITEM,' TWO-HOUR 'WHAT'S WHAT' AND 'WHO'S WHO'
IN ARTS AND SCIENCES TO BE PRESENTED SUNDAYS ON NBC RADIO

A two-hour-long weekly "what's what" and "who's who" of the arts and sciences here and abroad will make its bow on NBC radio Sunday, Jan. 10 (network except WNBC, 10:30 a.m.-12:30 p.m., EST), under the title COLLECTOR'S ITEM.

The program, made up of many segments, will touch upon the fields of art, science, archaeology, current history, anthropology, folk music, classical music, foreign correspondence, among others. The segment titles indicate the scope: "The World of Art," "New Arrivals in Recordings," "Sands of Time," "This Week in History," "The Key Statement of the Week," "Songs of the Lonesome Country," "I Chose America," "Our Common Culture," "Earl Godwin's Story Book," "So You Speak English?" "For Parents Only," "The World of Science" and others. Individual segments will vary from week to week in length and in placement on the program; not all will necessarily be heard every week.

"The World of Art" will be devoted to critical discussions by museum directors of exhibitions throughout the country, private collections, or controversies in the art world. Rene d'Harnoncourt, director of New York's noted Museum of Modern Art, will be speaker on the first broadcast. He will talk about regal gold relics from ancient Peru, brought recently to this country and to be exhibited soon at the Museum of Modern Art.

(more)

2 - 'Collector's Item'

"New Arrivals in Recordings" will feature selections from recent releases by distinguished musical artists.

"Sands of Time" will be devoted to discussions of new discoveries about ancient civilizations, presented in cooperation with various universities, museums, and archaeological schools. Donald Freeman Brown, of Peabody Museum, Harvard University, will be guest on the first broadcast. Brown, who located and explored the site of the ancient city of Sybaris in Southern Italy, will talk about his discovery.

"This Week in History" will be an anecdotal interpretation of historical anniversaries of the week. Dr. Edward P. Alexander, director of history and education for Colonial Williamsburg, Va., will be guest on the first broadcast.

The Rev. Dr. Norman Vincent Peale, pastor of Marble Collegiate Church, New York, and author of books which have been at or near the top of best-seller lists for the past year, will be heard in a series of talks.

The day's news will be presented in a five-minute "Collector's Item" segment.

"The Key Statement of the Week" will present Richard Harkness, NBC news commentator, who will reduce, in documentary style, the week's most significant speech.

"Songs of the Lonesome Country" will mine the vein of New World folk songs, which will be presented by the people who still live with them.

"I Chose America" will be devoted to short talks by new Americans, distinguished or distinctive, who will tell how and why they came to this country.

(more)

"Our Common Culture" will be devoted to a weekly discussion of primitive peoples and comparison and contrast of our ways with theirs.

Leon Pearson, NBC news commentator, will offer an informal commentary on what Americans currently like in arts and letters.

"Earl Godwin's Story Book" will be a collection of anecdotes from Godwin's long experience as an observer of people and events.

"So You Speak English?" will be a segment about language with Dr. George Hibbitt of Columbia University.

"For Parents Only" will deal with new books, recordings for children and new ideas about child-rearing. This segment will be presented in cooperation with Parents' Magazine. Blanche Stover, food editor of Parents' Magazine, will take up the question "Can Children Cook?" on the first broadcast.

"You Like My Style?" will present, by recordings, comparisons and contrasts of different conductors rendering the same musical selections, different actors delivering the same speech or scene, different singers singing the same song. Hans Konigsberger, writer and critic, will be host for this segment.

"Test Yourself" will present Henry Cassidy, NBC commentator, asking pertinent questions about last week's news.

"Talks" will present distinguished speakers in chats about new ideas, new research.

"The World of Science" will be a report on the activities of scientists, new theories and developments and disputes, with special attention to the impact of the new great scientific discoveries on our life. This segment will be presented in cooperation with the editors of the Scientific American.

(more)

4 - 'Collector's Item'

"Letter to Jimmy" will be a personal report home to a mythical 15-year-old from NBC staff men in some of the world's most interesting areas, telling what it is like to live in France during income tax time, to visit Stonehenge, to visit Kew in lilac time. This segment is designed to provide an interesting glimpse of personal experiences abroad as related by an articulate friend making use of local sounds and voices.

Harry Frazee will direct "Collector's Item." The segment producers will include Wade Arnold, Doris Corwith and Gioia Marconi. Marilyn Kaemmerle will be supervisor of the two-hour program.

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NBC-New York, 1/4/54

CREDITS FOR 'COLLECTOR'S ITEM' ON NBC RADIO

PROGRAM: COLLECTOR'S ITEM

TIME: Sundays, 10:30 a.m.-
12:30 p.m., EST. (net-
work except WNBC)

PREMIERE: Sunday, Jan. 10, 1954

DESCRIPTION: A two-hour-long what's
what and who's who of
the arts and sciences
here and abroad. Seg-
ments will include:
"The World of Arts,"
"The World of Science,"
"For Parents Only," "The
Key Statement of the
Week," "This Week in
History," "So You Speak
English?" "New Arrivals
in Recordings," "I Chose
America" and "Our Common
Culture." Individual seg-
ments may vary from week
to week in length or in
placement on the program.
Not all will necessarily
be heard every week.

DIRECTOR: Harry Frazee

SEGMENT PRODUCERS: Wade Arnold, Doris Corwith,
Gioia Marconi

SUPERVISOR: Marilyn Kaemmerle

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'NEVER WALK ALONE'

- - -

New Sunday Morning Radio Series Will Offer Great Music,
Interviews with Clergymen, Talks on 'Art of Living,'
And the 'National Radio Pulpit'

A new Sunday morning series of talks, interviews and great music reflecting man's religious aspirations will have its premiere on NBC Radio Sunday, Jan. 10 (network except WNBC, 9:15-10:30 a.m., EST).

The program, titled NEVER WALK ALONE, will be made up largely of short segments, including interviews with clergymen who are engaged in dramatic and direct service in usual situations (such as the waterfront, migrant camps, trailer camps, city slums, city hospitals), talks on "The Art of Living" the "hymn of the week," choral music, the day's news and, in conclusion, "National Radio Pulpit," the country's oldest network program, whose presiding minister is the Rev. Ralph W. Sockman.

Dr. Sockman, who is minister of Christ Methodist Church, New York, will devote his January sermons on this series to the problems of young people in a world of crisis. His subject for Jan. 10 will be "Life's Fifth Dimension"; for Jan. 17, "On Coming of Age"; for Jan. 24, "Where Do We Belong?"; for Jan. 31, "Ready for the Best."

A weekly "Faith in Action" segment will present interviews with clergymen who are ministering beyond the call of duty in unusual

(more)

situations. They include the Rev. Ralph J. Hall, cowboy missionary in New Mexico, who conducts week-long camp meetings for cowboys, ranchers and their families; the Rev. Donald Benedict, founder and one of the ministers of the East Harlem (N.Y.) Protestant Parish, which serves an area of gang warfare, drug addiction and tenement life; Missionary Mary Murray, who lives in and works from a trailer, now in Michigan; the Rev. Eugene Tillman, a minister serving a migrant camp in New Jersey in Summer and one in Pompano, Fla., in Winter; the Rev. Augusta Jackley, an ordained woman minister serving Navajo students in Intermountain Indian School, Utah, who prepares Indians for jobs off the reservation; the Rev. Richard T. Ferrell, minister to lumberjacks in Pacific Northwest regions where there are no churches, his ministry being in bunkhouses, cookshacks or beside freshly-felled timber; the Rev. O.G. Grotefend, Cleveland, O., pastor who has resettled many DPs in his area.

Another regular feature of the program will be talks by the Rev. Dr. Norman Vincent Peale on "The Art of Living." Dr. Peale, pastor of Marble Collegiate Church, New York, is the well-known minister whose books have been at or near the top of the best-seller lists for more than a year.

A choral segment on the program will feature each week the choir of Keesler Air Force Base and other groups. Two additional musical segments will feature the "hymn of the week" and great music of Bach and other composers.

Marilyn Kaemmerle will produce "Never Walk Alone." George Voutsas will be the director, and Jack Wilson will write the scripts.

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CREDITS FOR 'NEVER WALK ALONE' PROGRAM ON NBC RADIO

PROGRAM: NEVER WALK ALONE

TIME: NBC Radio network (except
WNBC), Sundays, 9:15-
10:30 a.m., EST.

STARTING DATE: Sunday, Jan. 10

DESCRIPTION: Talks, interviews, and great
music reflecting man's
religious aspirations. The
program consists largely of
short segments, including
the "hymn of the week,"
talks by Dr. Norman Vincent
Peale on "The Art of Living,"
a "Faith in Action" series
presenting interviews with
clergymen who are engaged in
dramatic and direct service
in unusual situations (such
as the waterfront, city slums,
migrant camps, trailer camps,
lumber camps), the day's news,
choral music featuring Keesler
Air Force Base choir, and
concluding with the "National
Radio Pulpit," the country's
oldest network program, whose
presiding minister is Dr.
Ralph W. Sockman. ..

PRODUCER: Marilyn Kaemmerle

DIRECTOR: George Voutsas

WRITER: Jack Wilson

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ARTURO TOSCANINI TO CONDUCT NBC SYMPHONY AND ROBERT SHAW CHORALE
IN 2-WEEK NBC BROADCAST OF COMPLETE 'UN BALLO IN MASCHERA'

- - -

Distinguished Soloists in Cast of Verdi Opera to Be Presented
One Hour on Jan. 17 and One-and-a-Half Hours on Jan. 24

Arturo Toscanini will conduct the NBC Symphony Orchestra and a distinguished cast of operatic artists in an NBC Radio Network performance of Verdi's opera "Un Ballo in Maschera" ("A Masked Ball") on Sundays, Jan. 17, 6:30-7:30 p.m., EST, and Jan. 24, 6-7:30 p.m., EST. The complete opera will be given in two parts, the first occupying the regular hour of broadcast, and the second part starting a half hour earlier and running an hour-and-a-half.

Singers heading the cast are soprano Herva Nelli, tenor Jussi Bjoerling, baritone Robert Merrill, mezzo-soprano Claramae Turner and soprano Virginia Haskins.

The Robert Shaw Chorale, directed by Robert Shaw, will join the NBC Symphony Orchestra for this Verdi melodramatic opera.

This presentation will be the seventh complete opera that Toscanini has presented on NBC, although he has done many other single acts and operatic programs. The other complete operas were "Fidelio," "La Boheme," "La Traviata," "Otello," "Aida" and "Falstaff."

"Ballo" was first performed in Rome, Feb. 17, 1859. The original libretto by Piave, based on the play by Scribe, set the opera
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STANDARD TOPIC: THE HISTORY OF THE UNITED STATES

IN 1776 THE DECLARATION OF INDEPENDENCE WAS ADOPTED

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in Sweden and was based on the assassination of King Gustav III. However, the censors refused to pass the work and Verdi had the locale changed to Boston, and the story now concerns the assassination of the British governor. Toscanini will use this second version.

The opera was first given in this country in 1861 and its first Metropolitan performance was in 1889, sung in German, with Lilli Lehmann. It was given there, on and off, in Italian and was revived again in 1913 with Toscanini as conductor with one of the Met's most celebrated casts including Caruso, Destinn, Hempel, Matzenauer, Amato, Rothier and deSeguroia. Its last performance at the Met was in the 1947-48 season.

Following is the cast of the NBC performance:

Riccardo.....	Jussi Bjoerling, tenor
Renato.....	Robert Merrill, baritone
Amelia.....	Herva Nelli, soprano
Ulrica.....	Claramae Turner, mezzo-soprano
Oscar.....	Virginia Haskins, soprano
Tovmasso.....	Nicola Moscona, bass
Samuele.....	Norman Scott, bass
Silvano.....	George Cehanovsky, baritone

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NBC-New York, 1/4/54

CREDITS FOR NBC-TV'S SPIKE JONES SHOW

PROGRAM: THE SPIKE JONES SHOW

TIME: NBC-TV, Saturdays, 8 p.m., EST

STAR: Spike Jones

PREMIERE DATE: Saturday, Jan. 2, 1954

CAST: Helen Grayco, George Rock,
Freddie Morgan, Sir
Frederic Gas, and guests.

FORMAT: Comedy-variety

EXECUTIVE PRODUCER: Edward Sobol

PRODUCER-DIRECTOR: Alan (Bud) Yorkin

ASSOCIATE PRODUCER-
DIRECTOR: Jack Smight

TECHNICAL DIRECTOR: Lou Onofrio

WRITERS: Vic McCloud, Tom Adair

ART DIRECTOR: Larry Klein

COSTUMES: Lynn Chester

PRODUCTION SUPERVISOR: Eddie Klein

MUSICAL DIRECTOR: Spike Jones

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CREDITS FOR 'THE BIG PREVIEW' ON NBC RADIO

PROGRAM: THE BIG PREVIEW

TIME: Saturdays, 7:30-
9:30 p.m., EST

HOST: Fred Robbins

FORMAT: A two-hour record show
featuring Fred Robbins
as master of cere-
monies previewing new
and forthcoming record
releases. Three guest
disc jockeys from var-
ious parts of the
country aid Robbins in
rating the new releases.

PRODUCER-DIRECTOR: Parker Gibbs

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NBC-New York, 1/4/54

NBC RADIO NEWS

CREDITS FOR 'WOMAN IN LOVE' ON NBC RADIO

PROGRAM: WOMAN IN LOVE

TIME: Saturdays, NBC radio
(network except WNBC),
11:30 a.m.-12:00 Noon,
EST.

FORMAT: A half-hour dramatic pro-
gram each week depict-
ing the problems of a
"Woman in Love."

NARRATOR: Elaine Rost

PRODUCER-DIRECTOR: Harry Frazee

WRITERS: Various

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NBC-New York, 1/4/54

NBC



TELEVISION NEWS

OK
January 5, 1954

NBC-TV WINS 15 OUT OF 27 TOP HONORS IN FIFTH ANNUAL
MOTION PICTURE DAILY-FAME POLL OF CRITICS, COLUMNISTS

- - -
Network Gets 40 of 80 First-Second-Third Place Awards

Continuing its domination of the leading popularity polls, NBC-TV walked off with 15 out of 27 first place awards in the Fifth Annual Motion Picture Daily balloting conducted for FAME magazine.

Results of the voting, conducted among television critics and columnists across the country, were announced today (Jan. 5).

An impressive indication of the all-around programming strength of NBC-TV, the poll lists NBC shows or performers in top spots in practically all of the most important categories.

Of the total of 80 awards announced, including first, second and third places, NBC-TV took 40, further illustration of the depth of the network's programming.

Following are the first place awards won by NBC programs or performers:

Best Television Performer: Donald O'Connor, starred on the "Colgate Comedy Hour."

Best Comedienne: Imogene Coca, starred on "Your Show of Shows."

Best Comedy Team: Sid Caesar and Imogene Coca, starred on "Your Show of Shows."

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THE UNIVERSITY OF CHICAGO

DEPARTMENT OF CHEMISTRY

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2 - Fame Awards

Best Comedy Show: "Colgate Comedy Hour."

Best Panel Discussion Program: "Meet the Press."

Best Mystery Program: "Dragnet."

Best Female Vocalist: Dinah Shore, starred on "The Dinah Shore Show."

Best Classical Musical Show: "Voice of Firestone."

Best Popular Musical Show: "Your Hit Parade."

Best Quiz Show (audience participation): "You Bet Your Life," starring Groucho Marx.

Best Announcer: George Fenneman, seen on many NBC-TV shows.

Best News Commentator: John Cameron Swayze, seen on "Camel News Caravan."

Best Children's Program: "Ding Dong School."

Best Commercial Presentation (audience viewpoint): Ford Theatre.

In addition, the NBC Press Department won a first place award for providing the "best television publicity service" of any network during 1953.

Second place awards went to the following NBC shows or performers, as follows:

Best Network Program: "Your Show of Shows."

Best Television Performer: Jack Webb, star of "Dragnet."

Most Promising Male Star: comic George Gobel.

Most Promising Female Star: Jill Corey, featured on "The Dave Garroway Show."

Best Comedian: Jimmy Durante, starred on "Colgate Comedy Hour."

Best Comedienne: Martha Raye, star of "The Martha Raye Show."

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3 - Game Awards

Best Comedy Team: Martin and Lewis, starred on "Colgate Comedy Hour."

Best Variety Program: "Your Show of Shows."

Best Panel Discussion Program: "American Forum of the Air."

Best Dramatic Program: "Robert Montgomery Presents."

Best Male Vocalist: Eddie Fisher, star of "Coke Time Starring Eddie Fisher."

Best Classical Musical Show: NBC-TV Opera Theatre.

Best Sportscaster (tied for second): Russ Hodges, seen on many NBC-TV sports programs.

Best Children's Program: "Kukla, Fran and Ollie."

Best Commercial Presentation (audience viewpoint): "Kraft Television Theatre."

Third place awards went to the following NBC-TV shows or performers:

Best Network Program: "Dragnet."

Best Comedian: Sid Caesar, star of "Your Show of Shows."

Best Variety Program: "Colgate Comedy Hour."

Best Dramatic Program: "Television Playhouse."

Best Female Vocalist: Gisele MacKenzie, featured on "Your Hit Parade."

Best Popular Musical Show: "The Dinah Shore Show."

Best Quiz Show (audience participation): "Break the Bank."

Best Daytime Program: "Today."

Best Children's Program: "Howdy Doody."

Best Commercial Presentation: Lucky Strike Cigarettes, seen on several NBC-TV shows.

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NBC-New York, 1/5/54

NBC



TELEVISION NEWS

January 5, 1954

MAURICE EVANS' 'HALL OF FAME' TELECAST OF 'KING RICHARD II' REVIVES
A RARELY-PERFORMED SHAKESPEAREAN WORK WITH COLORFUL HISTORY

- - -

Noted Actor Has Title Role in Jan. 24 NBC 2-Hour Version;

Sarah Churchill to Portray the Queen

Maurice Evans and Sarah Churchill ~~will~~ again enact leading roles in a Shakespearean drama when Evans -- in his second TV venture -- presents ^{sed} his two-hour version of "King Richard II" (the play that brought him Broadway stardom) on HALLMARK HALL OF FAME Sunday, Jan. 24 (NBC-TV, 4-6 p.m., EST).

Miss Churchill, seen each Sunday as hostess, narrator and occasional star on "Hallmark Hall of Fame" in its regular one hour format (NBC-TV, Sundays, 5 p.m., EST), ~~will~~ ^{sed} portray the Queen to Evans' ill-fated monarch. Last April, she was seen as Ophelia to his widely acclaimed TV "Hamlet," which marked his video debut. //

Evans, who has personally adapted Shakespeare's historical play to television, is credited, virtually single-handedly, with restoring the work to its revived importance as one of the Bard's masterpieces. For, prior to Evans' successful revival of the drama on Broadway in February, 1937 -- an occasion that brought him wide acclaim -- "King Richard II" had not been performed for all of 60 years.

(more)

2 - King Richard II

Evans' performance and production lifted the infrequently-seen drama to a plane of popularity rarely attained in the modern theatre by some of Shakespeare's most famous plays. It ran for 133 performances and had 150 standees at its final showing. Many observers hailed it as Evans' greatest role.

A play titled "King Richard II" was published in quarto in 1597 and in that year was entered on the Register of the Stationers' Company, sharing with "King Richard III" and "Romeo and Juliet," which appeared at the same time, the distinction of being the first quarto issued of Shakespeare's authentic plays.

Scholars are agreed, however, that the play, of which this quarto contained but a portion, was written at least three, or perhaps four years earlier, placing it after "King Richard III" and just before "King Henry IV," which deals with the sovereign in whose favor the second Richard abdicated. "Romeo and Juliet" and "King John" belong to the same period of the poet's activity.

However, the play as we know it today was not published (and for sufficient reason) until 1608, five years after the death of Queen Elizabeth, when the third quarto appeared. The first and second quartos pointedly omitted those poignant, pathetic and dramatically powerful scenes dealing with the deposition of Richard, without which there really is no play. It is obvious why these episodes were not acted or published during the noted queen's life. A play centering around the dethroning of an English monarch was one she could hardly be expected to countenance.

Her successor, King James I, appears to have been less apprehensive, for the third quarto's title page bore the inscription:

(more)

3 - King Richard II

"With new additions of the Parliament scene and the deposing of King Richard, as it hath been lately acted by the King's Majesties' servants, at the Globe."

Singularly intermittent and brief has been the career of "King Richard II" in the theatre. The role of the youthful "skipping king," for all its lyric beauty and tragic pathos, was never popular with the classic actors of yesteryear, whose declaiming style seemed far better suited to the robust rhetoric and physical vigor of such meaty parts as Othello, Macbeth, Lear and Hamlet. The abounding lightness and youth of the second Richard was beyond their range and interest, and apparently had little appeal for them, despite the somber tragedy of his later days.

It was not until 1819 that "King Richard II" had its American premiere. James W. Wallack gave the play a single performance in Philadelphia in that year and played it just once again shortly afterward in New York. From that time until Maurice Evans' sensational Broadway production in 1937, the play was performed less than a dozen times in New York. Edmund Kean, the records show, played the role once in the metropolis in 1820 and again in 1826. His son, Charles Kean, essayed it once in 1856, while Edwin Booth revived it for four performances in 1874 and for a single showing three years later.

This would appear to comprise the entire acting record of the play in this country, save that Booth played the role twice at McVicker's Theatre in Chicago and the Stratford-on-Avon Company gave a few scattered performances in the U.S.A. during a 1913 tour, and again in 1930.

(more)

4 - King Richard II

When Maurice Evans came on the scene as Richard on the memorable Feb. 5 of 1937, it was New York's first viewing of the play in 60 years. The unprecedented praise lavished upon him on this occasion was possibly surpassed only by that which greeted his second revival of the work at the New York City Center in January, 1951. Production costs today probably preclude the likelihood of another staging of the work, which is why Evans is particularly pleased with the prospect of presenting "King Richard II" to a multi-million mass audience via television.

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NBC-New York, 1/5/54

CREDITS FOR 'PINKY LEE SHOW' ON NBC-TV

PROGRAM: PINKY LEE SHOW

DATE & TIME: NBC-TV, Monday-through-Fridays, 5:15 p.m., EST

STAR: Pinky Lee

REGULAR CAST: Betty Jane Howarth, Jimmy Brown

PREMIERE DATE: Jan. 4, 1954

FORMAT: Comedy-variety for both children and adults; audience-participation games.

PRODUCER: Lee Wainer

DIRECTOR: Pinky Lee

WRITERS: Frank Goldberg, Barbara Hammer, Lee Wainer.

MUSIC: Gaylord Carter, organist

SETTINGS: Larry Klein

TECHNICAL DIRECTOR: Bill Bennington

ORIGINATION: NBC-TV's El Capitan Theatre, Hollywood

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'MR. AND MRS. NORTH' COME TO NBC-TV JAN. 26

WITH MAYHEM, MURDER, MYSTERY AND MIRTH

- - -

Barbara Britton and Richard Denning Co-Star on Tuesday Series

As Pam and Jerry Who Find Merry Solutions to Tough Cases

Since 1931 the exciting Pam and Jerry North have been cavorting about the pages of magazines, through books, into radio microphones and finally onto television -- each stage being marked with a novel offhand approach to such serious subjects as mayhem and murder.

The newest series of MR. AND MRS. NORTH murder mysteries, starring Barbara Britton and Richard Denning as Pam and Jerry, will have its premiere Tuesday, Jan. 26 on NBC-TV at 10:30 p.m., EST.

Alternating sponsors of the mystery series will be Revlon Products Corp., for which William H. Weintraub and Co., Inc. is the agency; and Congoleum-Nairn, Inc., for which McCann-Erickson, Inc. is the agency.

The program of Jan. 26, "Target," concerns a day at the beach which Pam and Jerry plan strictly for pleasure. The outcome of the beach picnic is quite different from what the Norths expect, however, when they come into rather violent contact with a lunatic sniper determined to put an end to their picnic -- or to the Norths themselves.

(more)

The new series of "Mr. and Mrs. North" episodes will be marked by a more sophisticated approach than has been used by the authors, Frances and Richard Lockridge, in recent years. Pam North, while still an impetuous and somewhat trying little wife -- noted more for her good looks and phenomenal intuition than for her brain power -- will emerge as a somewhat sharper character. Jerry, patient and understanding, will remain his ever-intelligent self but Pam will give him a little run for his money in outsmarting him.

Originally, "Mr. and Mrs. North" were characters in a series of New Yorker Magazine sketches which dealt with a well-heeled, well-bred Eastern seaboard couple. The pair, however, did not deal in murder until 1940 when Frances and Richard Lockridge expanded the characters by placing them in a murder mystery setting, "The Norths Meet Murder."

In 1941 the first dramatization of the Norths reached Broadway with Peggy Conklin and Albert Hackett starring in "The Norths Meet Murder," which opened at the Belasco Theatre.

Gracie Allen and William Post, Jr. were the next pair to portray Pam and Jerry North when, in 1942, MGM released the film, "Mr. and Mrs. North."

In December, 1942, the radio version of "Mr. and Mrs. North" went on NBC with Alice Frost and Joseph Curtin co-starring in the John W. Loveton production. Ten years later, with Barbara Britton and Richard Denning co-starring, the indefatigable Norths made their TV debut. The sole carry-over from radio was Francis DeSales, who continued his characterization of Lieutenant Wiegand.

The authors aim at a merry mixture of romance spiced with mystery as the oldest "young married couple" in modern day detection literature begins its 23rd year of meddling in mysteries.

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NBC-New York, 1/6/54 FWK

CREDITS FOR 'MR. AND MRS. NORTH' ON NBC-TV

PROGRAM: MR. AND MRS. NORTH

TIME: Tuesdays, 10:30 p.m., EST

STARTING DATE: Jan. 26, 1954

STARS: Barbara Britton and
Richard Denning

FORMAT: Attractive young married
couple becomes involved,
inadvertently, in series
of adventures in which
murder and mystery play
a large part.

PRODUCER: John W. Loveton

PRODUCTION MANAGER: Herb Stewart

DIRECTOR: Paul Landres

ASSISTANT DIRECTOR: Bill Reineck

SPONSORS: Revlon Products Corp. and
Congoleum-Nairn, Inc.

AGENCIES: William H. Weintraub & Co.,
Inc. for Revlon Products
Corp. McCann-Erickson,
Inc., for Congoleum-Nairn,
Inc.

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'BREAKFAST IN HOLLYWOOD,' LONG A RADIO FAVORITE,

COMES TO NBC TELEVISION ON 5-DAY-A-WEEK BASIS

BREAKFAST IN HOLLYWOOD, a radio favorite since 1940 will make its NBC television debut on Monday, Jan. 11, with smiling Johnny Dugan serving as emcee. The show will originate Mondays through Fridays in the 10:30-11 a.m. time-spot from the Sun Club of the Ambassador Hotel.

In a setting of Hollywood glamour, complete with swimming pool, lovely models and all the accoutrements for which the movie capital is famous, the established traditions of the "Breakfast in Hollywood" show will be continued. New features, including a guest hostess of the week, will be added to give visual impact to the established format. Jeff Donnell, young screen star, will be the first week's hostess.

The Good Neighbor Award, given to people whose friends and neighbors write to the program commending these citizens for their useful and generous lives, will be continued by Dugan, as well as the Wishing Ring ceremony and the honoring of the day's eldest guest.

Dugan will join with his guest hostess each day to conduct interviews of well-known motion picture personalities and headliners from other fields. He will interview one wedding anniversary couple on each program and will salute the "100-year-old for the day" who has written a letter to the program.

(more)

2 - 'Breakfast in Hollywood'

As a special highlight of each program the singing emcee will offer several songs which he will dedicate to various guests or listeners.

William Kayden will produce the half-hour show which will be directed by John B. Lyman, III. "Breakfast in Hollywood" is a Chet Mittendorf production.

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NBC-New York, 1/6/54

CREDITS FOR 'BREAKFAST IN HOLLYWOOD' ON NBC-TV

PROGRAM: BREAKFAST IN HOLLYWOOD

TIME: Mondays through Fridays,
10:30-11 a.m., EST

STARTING DATE: Monday, Jan. 11, 1954

FORMAT: Audience participation show
with singing emcee, guest
hostess for week, and
traditional features:
Good Neighbor Award, Wish-
ing Ring ceremony, and tri-
bute to day's oldest guest.

STAR: Johnny Dugan

PRODUCER: William Kayden

DIRECTOR: John B. Lyman III

TECHNICAL DIRECTOR: Ralph Clements

PACKAGER: Chet Mittendorf

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NBC RADIO NEWS

CREDITS FOR NBC RADIO'S 'BREAKFAST IN HOLLYWOOD'

PROGRAM: BREAKFAST IN HOLLYWOOD

TIME: NBC Radio, Saturdays,
10 a.m., EST, (network
except WNBC)

FORMAT: Audience-participation
show. Features:
Good Neighbor Award,
tribute to Eldest
Guest of the Day,
and Wishing Ring
ceremony.

STAR: Emcee Johnny Dugan

STARTING DATE: Saturday, Jan. 9, 1954

PRODUCER: Emma Helen Bode

DIRECTOR: Scott Runge

ANNOUNCER: Don Rickles

PACKAGER: Chet Mittendorf

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NBC-New York, 1/6/54

NBC "today"



NBC-TV 'TODAY' PROGRAM AIDS ADVERTISING INDUSTRY IN KICK-OFF OF BOY SCOUTS 1954 FUND DRIVE

The NBC-TV TODAY program and the advertising industry joined forces this morning (Jan. 6) to help kick-off the 1954 Boy Scouts of America fund-raising drive.

Dave Garroway, head man of the early morning news and special feature program played host to five boy scouts and two business executives who left the Dawn Patrol breakfast at New York's Waldorf Astoria to make an appeal to the "Today" television audience.

Ben Duffy, of Batten, Barton, Durstine & Osborn, Inc., vice chairman of the Business Men's Committee of the drive, in answer to Garroway's queries, explained the work accomplished by the funds raised during the annual drive. He declared that the goal of the Business Men's Committee is to raise \$857,000. The total for the New York area is almost \$2,000,000.

The five-boy color guard, consisting of Scouts Alfred Holzman, Marco Minasso, Robert Kurman, Donald Holland and Eddie Arnold -- all from the New York area -- marched through the RCA Exhibition Hall, parading the colors past the "Today" cameras for the audience in the East and Midwest.

"Today" is seen Monday through Friday, 7-9 a.m., EST and CST, over the NBC-TV network.

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NBC-New York, 1/6/54

CREDITS FOR 'MY SECRET STORY' ON NBC RADIO

PROGRAM: MY SECRET STORY

TIME: NBC Radio, Saturdays
(network except WNBC),
11-11:30 a.m., EST

FORMAT: Half-hour dramas, each
complete in itself.

NARRATOR: Anne Seymour

PRODUCER: William Welch

DIRECTOR: Fred Weihe

WRITERS: Various writers.

STARTING DATE: May 12, 1951

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THE 1942-1943 SEASON	
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FRED ALLEN INTRODUCES NEW FORMAT OF 'JUDGE FOR YOURSELF'

Fred Allen started the New Year with a revised format for his JUDGE FOR YOURSELF program which he introduced during the NBC-TV telecast Jan. 5 (Tuesdays, 10 p.m., EST).

Allen, master of the ad-lib, will continue his humorous observations on current topics and will interview three panel members invited to the show from among the viewing audience. Each week the panel will judge the best new songs written by top professional American composers.

The tunes will be sung by a regular cast which includes Kitty Kallen, Bob Carroll and the Skylarks, to the accompaniment of Milton DeLugg's orchestra.

After the songs have been presented, each panel member secretly selects the one he likes best. Then the studio audience registers its preference by applause which is registered on a meter. A \$1,000 cash prize is awarded the panel member whose No. One song choice agrees with the studio audience. If more than one member judges the same tune, the prize is divided equally.

"Judge for Yourself" is a Goodson-Todman production sponsored by P. Lorillard Co. for Old Gold cigarettes. Jerry Schnur directs and Arnold Peyser is associate producer of the series, which originates in New York.

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CORRECTION, PLEASE!

PEOPLE, one of the eight new shows scheduled for the NBC Radio Network this month, will begin on Saturday, Jan. 23, 6:30-7 p.m., EST (not on Sunday, as erroneously stated in release of Dec. 30).

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WTAM'S JOE MULVIHILL HEADS DISC JOCKEY HEART FUND DRIVE

Disc jockey Joe Mulvihill of WTAM (NBC's Cleveland owned-and-operated radio station), national chairman of the American Heart Association fund campaign to be conducted during February, will mobilize the nation's disc jockeys in support of the drive.

Mulvihill, himself a heart disease patient, was appointed to the chairmanship by Paul Whiteman, the dance band leader. He was singled out as one of the millions of heart disease cases who are leading gainful and happy lives.

Mulvihill is conducting a poll among disc jockeys across the country to name choices for the top female and male record artists. The two winning vocalists will be crowned "King and Queen of Hearts" for the 1954 Heart Fund on a special network radio show in February.

Numerous top recording stars have made records to emphasize the Heart Fund Campaign theme, "Help Turn the Tables on Heart Disease."

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NBC-New York, 1/6/54

NBC

FEATURE

send all

NBC YEAR-END REVIEW

For the National Broadcasting Company, 1953 was a year of new achievement and expanded leadership in the broadcasting industry.

It was a year in which the NBC organization was strengthened by the election of a new top leadership team -- Sylvester L. Weaver, Jr., as President and Robert W. Sarnoff as executive vice president.

It was a year in which Federal Communications Commission approval of compatible color signal standards for TV found NBC fully prepared to launch into commercial color television.

It was a year in which the NBC Radio Network was reorganized and rejuvenated and introduced 28 new programs within a week's time.

It was a year in which NBC-TV time and program sales soared to a new all-time high for the network.

It was a year in which the NBC Film Division quadrupled its sales of syndicated film properties within nine months after its establishment as one of the company's three major operating divisions.

And, most important, it was a year in which the National Broadcasting Company, through its television and radio networks, continued to provide the best in entertainment and informational programs for the service, enlightenment and amusement of its millions of viewers and listeners.

(more)

2 - Year-End Review

On Dec. 4, Brig. Gen. David Sarnoff, Chairman of the Boards of RCA and NBC, announced the election of Sylvester L. Weaver, Jr., as President and Robert W. Sarnoff as executive vice president.

The election of Weaver and Sarnoff, accustomed to working for the same goals through years of understanding and effective relationship, assures the company of continuation of their harmonious and productive teamwork.

Upon approval by the FCC on Dec. 17 of compatible color signal standards for television, NBC was fully prepared for the advent of compatible color television, the system in which color programs can be received in high quality black and white on the millions of sets now in use, without adjustments or additions.

The year 1953 was, in effect, a year of full-speed-ahead on color for NBC. The network carried on a full schedule of color program-building, pioneering in the development of techniques of color staging, lighting, costuming and camera work that are now setting the standards for the industry.

In the Fall of the year, NBC inaugurated its "Introductory Year" in which each of its regular productions will be broadcast in color at least once during the year at no added expense to the sponsor. And as part of this "Introductory Year" program, the network conducted a series of color clinics to enable personnel of advertising agencies to gain experience in building color commercials.

On Sept. 22, compatible color television was viewed for the first time in Chicago when NBC staged a demonstration at the annual meeting of the Association of National Advertisers.

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On Oct. 31, NBC presented the opera "Carmen" in color, marking the first time an opera had been telecast in color and the first production of a full-hour program in compatible color.

On Nov. 3, NBC staged two historic firsts: the first live coast-to-coast color television program, transmitted from New York to Burbank, Calif., and the first coast-to-coast transmission of color film.

On Nov. 22, NBC presented the "Colgate Comedy Hour," starring Donald O'Connor, as the first sponsored network program in compatible color television.

On Dec. 17, within seconds after FCC approval of compatible color standards was announced, NBC was on the air with the first authorized compatible color television picture.

Within 15 days after FCC approval, NBC presented four major programs in compatible color -- on Dec. 20, Gian Carlo Menotti's classic, "Amahl and the Night Visitors"; On Dec. 22, a special all-star variety show, "Season's Greetings"; On Dec. 24, the country's Number One television show, "Dragnet"; and on Jan. 1, 1954, the Tournament of Roses Parade at Pasadena, Calif. The color telecast of the Tournament of Roses Parade, incidentally, marked NBC's first use of a new custom-designed color TV mobile unit, the only one of its kind in existence. Designed by NBC engineers, the unit consists of two huge trucks, one, a control room on wheels containing audio and video equipment for three cameras; the other carrying cables, associated equipment and spare components.

By the end of the year, the five NBC-owned stations and 65 affiliated stations had announced their intentions of picking up and broadcasting color shows from the NBC network.

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THE RADIO NETWORK

On Aug. 3, 1953, the administrative, program, sales and promotion activities of the NBC Radio Network were established on a basis entirely independent of television. William H. Fineshriber, Jr., was appointed vice president in charge of the radio network and Ted Cott was named operating vice president.

In the few months since then, there have been dramatic, dynamic changes at NBC Radio.

On the program side, NBC Radio in one week in October launched 28 new programs, the greatest number of new shows ever introduced on a single network within a seven-day period. Running the gamut from news to comedy to poetry to drama to audience participation, these new programs put to new use Radio's basic instruments of flexibility -- the tape recorder and the "telephone party line" connecting network stations -- and its qualities of immediacy and the ability to handle news and music in a manner unmatched by any other medium.

Among the personalities added to the already bulging NBC radio catalog of stars were Helen Hayes, Fredric March, Senator Ford and Harry Hershfield, Frank Sinatra, Sir Laurence Olivier, James Stewart, Lawrence Tibbett, Hume Cronyn and Jessica Tandy. New shows included "The Marriage," "Theatre Royal," "Six Shooter," "The Big Preview," "House of Glass," "Weekend" (the "Sunday newspaper of the air"), "College Quiz Bowl" and "Last Man Out" -- all of which registered as solid entertainment.

Year's-end found NBC Radio pushing ahead with more new plans that will offer it even greater opportunities for extended service in programming, entertainment, information and news.

(more)

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PROGRAMMING

From the Inauguration in January to the traditional Times Square New Year's Eve celebration, NBC-TV and Radio provided the nation with top-rated comedy, variety and dramatic programs, in addition to many other special shows of cultural and educational interest.

Following coverage of President Eisenhower's Inauguration, NBC carried from Hollywood the first television showing of the presentation of Academy Awards. Maurice Evans made his television debut on NBC in a two-hour production of "Hamlet" seen by 12,000,000 people, more than have seen "Hamlet" in the whole history of the play. NBC's extensive coverage of the Coronation led to another first when the first actual pictures of the crowning of Queen Elizabeth were seen on the network's highly popular early morning news and special events show, "Today." Exclusive interviews with Wanda Landowska, Frank Lloyd Wright, Carl Sandburg and Dr. Louis Finkelstein were presented on NBC-TV's "elder wise men" series. "The March of Medicine," a series of progress reports on the nation's health problems, was sponsored and produced on NBC-TV by Smith, Kline and French Laboratories in co-operation with the American Medical Association. "Excursion," a weekly program produced by the Ford Foundation TV-Radio Workshop for young people from eight to sixteen, was seen on NBC-TV with Burgess Meredith as guide on adventures into the worlds of literature, science, careers, sports, hobbies and government.

The NBC News and Special Events Department, through sight and sound on NBC-TV and Radio, took Americans to the four corners of their own country and to the far stretches of the world for such

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history-making events as the atomic experiments, congressional sessions and investigations, the Greenlease kidnapping case, the Harry Dexter White case, the war in Korea, Vice President Nixon's world-wide trip, the Big Three conference in Bermuda, the Midwest drought, the disastrous earthquakes in Greece, the crucial Italian and Filipino elections, the New York waterfront strike, and the death of Stalin. In August, NBC-TV marked the eighth anniversary of its news film operation by putting the 15,000,000th foot of film into its Film Library and by presenting a one-hour documentary, "Assignment Tomorrow," about the eight years of world news coverage by NBC-TV since the end of World War II.

The NBC-TV network climaxed its year of outstanding programming by presenting on Dec. 29 Robert E. Sherwood's first original play for television, "The Backbone of America." The full-hour play was the first to be written by the Pulitzer Prize winner under an exclusive contract with NBC.

NBC Radio added a distinguished program series to its education and public affairs schedule by presenting the "NBC Lecture Hall," weekly programs offering outstanding figures speaking on subjects of their choice. Problems faced by Americans in relating Christian ethics to everyday economic life were taken up in a notable series on the radio network's "Faith in Action." Radio programs observing significant anniversaries included "The National Radio Pulpit," which was first broadcast in 1923 and continues as radio's oldest network program; "The Catholic Hour," which has been heard on NBC since 1930; "Eternal Light," a program representing the Jewish faith, which marked the start of its 10th year on NBC; and "Voice of Firestone," musical program which also is simulcast on NBC-TV, and
(more)

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"The National Farm and Home Hour," the network's "bulletin board of agriculture," both of which marked their 25th anniversaries.

NBC's pre-eminence in the field of classical music was again demonstrated with the broadcasts of the NBC Symphony under the direction of Maestro Arturo Toscanini. The NBC Opera Theatre presented the world premiere of "The Marriage" by Martinu, "Sister Angelica" by Puccini, "Rosenkavalier" by Strauss (in two parts), in addition to "Carmen" and "Amahl and the Night Visitors" in color. NBC Radio's regular Monday night of music added to its reputation as the musical leader of the broadcast industry.

NBC again led all other networks in sports coverage with exclusive rights for telecasting the World Series, the NCAA football games, the All-Star baseball game, the Gillette boxing bouts, the World Heavyweight Championship bout between Rocky Marciano and Joe Walcott, the Rose and Cotton Bowl Games, the National Tennis Championships and 10 top Eastern horse racing events. In addition, NBC Radio presented a football "game of the week," brought on-the-spot reports of the famous Masters Golf Tournament and covered the National Open Gold Tournament at Oakmont, Pa.

NEW TALENT

Leland Hayward, the noted theatrical producer, brought his outstanding talents to NBC under a contract by which he will produce TV shows in addition to serving as consultant, advising and assisting the company on its programs and production plans. Among the other top stars of the entertainment world signed by NBC during the year were: Eddy Arnold, Ben Blue, Cass Daley, Johnny Dugan, Tom Ewell (star of the current Broadway hit, "The Seven Year Itch"), Eddie Foy, Jr., George Gobel, Helen Halpin, Natalie Hinderas, the Kean Sisters, Dick Wesson and Tom D'Andrea.

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AWARDS

The outstanding quality of NBC-TV and Radio programs was again reflected by the many awards won by both networks during 1953. Seven out of the 11 coveted Peabody awards went to NBC, honoring the following TV programs: "Meet the Press," "Ding Dong School," "Mister Peepers," "Your Hit Parade" and "Victory at Sea"; and "The Standard Symphony" on NBC Radio, and Station WIS, NBC affiliate in Columbia, S.C. NBC-TV also took the major share of the Sylvania Television Awards for 1953, while both NBC-TV and Radio were well represented in the lists of other prominent awards presented during the year.

NBC FILM DIVISION

Established as one of NBC's three major operating divisions on March 3, 1953, the NBC Film Division by the end of the year had quadrupled its sales of syndicated film properties and greatly expanded its personnel roster, its inventory of programs and its many services to TV stations and to local and regional advertisers. The division was headed from its establishment until December by Robert W. Sarnoff as vice president in charge of the NBC Film Division. When he moved up as executive vice president of the company, Carl M. Stanton took over as director in charge of the Film Division.

Among the popular programs syndicated by the NBC Film Division are "Badge 714" (seen on the network as "Dragnet"), "Captured" (formerly "Gangbusters"), "The Visitor" (formerly "The Doctor"), the widely acclaimed "Victory at Sea" series, "Dangerous Assignment," "Hopalong Cassidy," and the new series of 39 dramas, "Inner Sanctum." An important project developed by the Film Division is the unique plan whereby 26 new, full-length feature films -- none of which had ever been shown on television before -- were made available to stations and advertisers.

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TELEVISION SALES

NBC-TV's gross time billings for 1953 came close to the \$100,000,000 mark, an increase of more than 18 per cent over 1952, and a new high for the network. The large gain in billings was accompanied by a marked increase in the number of clients using the network. As of December, a total of 110 different national advertisers used the facilities of NBC-TV during the year in comparison to the December, 1952, total of 81 active clients. Among the new advertisers joining NBC-TV during 1953 were U.S. Rubber Company, Dow Chemical Company, Swift & Company, E.R. Squibb & Son, Sunbeam Corporation, Parker Pen Company, Miller Brewing Company, Corn Products Refining Company, Andrew Jergens Company, the Coca-Cola Company and others.

Extensive increases in station lineups were noted in 1953. In November, 1953, the average sponsored NBC-TV evening program was carried by 67 stations, a 60 per cent lineup increase over the 42 stations carrying the average evening sponsored program in November, 1952.

The year 1953 also was marked by important growth in daytime sponsorship on NBC-TV, with the most significant development being the record of "Today," the early morning program which tripled its 1952 gross time billings and reached a level of more than \$5,000,000 in annual time billings.

Greater flexibility in sales policies was a by-word at NBC-TV during 1953, making it possible for many more smaller sponsors to take advantage of network television.

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NBC-TV's gross billings for 1953 were about \$100,000,000, an increase of more than 10 per cent over 1952, and a high for the network. The large gain in billings was accompanied by a marked increase in the number of clients using the network. In 1953, a total of 110 different national advertisers used the services of NBC-TV during the year in comparison to the 100 advertisers of 1952. Among the new advertisers joining the network in 1953 were H.B. Warner Company, Don Chemical Company, and E. I. du Pont de Nemours and Company. Other new advertisers joining the network in 1953 were Miller Electric Mfg. Company, John Deere Company, and Jergens Company, the latter two companies and others.

Extensive increases in station lineups were noted in 1953. In 1953, the average sponsored NBC-TV evening program was 15 minutes, a 50 per cent increase over the 10 minutes of 1952. The average sponsored program in 1953 was 15 minutes, a 50 per cent increase over the 10 minutes of 1952.

The year 1953 also was marked by important trends in station ownership on NBC-TV, with the most significant development being the acquisition of "Today," the early morning program which began in 1952. The acquisition of "Today" and the other early morning programs, which began in 1952, was a major development in the history of NBC-TV.

Greater flexibility in sales policies was a trend in 1953, with stations making it possible for many more smaller advertisers to place their advertising on the network.

THE NETWORKS

The NBC-TV network was expanded 100 per cent in 1953 while NBC Radio broadened its coverage by affiliations with a record number of stations.

At year's end, the NBC-TV network consisted of 168 stations, all but eight actually in operation. Of these, 123 were VHF and 45 UHF stations, an increase of 45 VHF and 39 UHF outlets since Jan. 1. Live NBC programs may be seen simultaneously in 125 cities, including major markets in Canada and Mexico, while delayed telecasts are regularly viewed in Alaska, Cuba and Hawaii.

The NBC Radio network reached a greater audience than any other advertising medium by increasing the number of its affiliated stations during the year from 206 to 211. There are 24 NBC Radio affiliates with a daytime power of 50,000 watts or more.

Affiliated stations making up both networks gave enthusiastic and unanimous endorsement to the plans and policies adopted by NBC under the leadership of General Sarnoff for the expanded operations of the radio and TV networks.

NBC'S OWNED STATIONS

NBC's owned stations, WNBC and WNBT in New York, WRC and WNBW (TV) in Washington, WTAM and WNBK (TV) in Cleveland, WMAQ and WNBQ (TV) in Chicago, KNBC in San Francisco and KNBH (TV) in Los Angeles, experienced an unprecedented year of growth, development and success, as reflected in billings that forged well ahead of 1952's records.

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The most spectacular and successful program development in the NBC Owned Stations Division was "co-ordinated programming," which makes available the local programs of any one owned station to all others.

NBC Spot Sales, a subdivision of the Owned Stations Division, inaugurated "Electronic Spot Buying," a method of selling spot radio and television by live demonstration through the use of coaxial cable.

ENGINEERING AND PRODUCTION

The technical, engineering and operational facilities of NBC were brought to greater use in 1953 than ever before to offer to the American public outstanding events of importance.

NBC-TV coverage of President Eisenhower's Inauguration saw the first use of a roving mobile television unit in an event of this type. A specially engineered Cadillac limousine with a standard camera, plus miniature vidicon camera, drove in the Inauguration Parade itself to provide vistas never before possible. The tiny vidicon camera also was adapted for the broadcast of motion picture film to provide even better picture quality for film transmission.

A new panoramic switching studio was put into use late in the year which makes it possible to integrate into one program pickups from as many as 10 different points of origin.

SERVICE DEPARTMENTS

Of importance to the entire broadcasting industry was the basic media research undertaken by the NBC Research and Planning Department. A major project of the year and one that was received

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The most significant and successful program development in
NBC's history was "radio-entertainment," which
is available to the local programs of any one of the stations in the

NBC Spot Sales, a subdivision of the Owned Stations Division,
operates "Electronic Spot Selling," a method of selling spot radio
television by live demonstration through the use of a special call.

TECHNICAL AND PRODUCTION

The technical, engineering and operational facilities of
were brought to greater use in 1953 than ever before in order to
American public outstanding events of importance.
NBC-TV coverage of President Eisenhower's inauguration was
first use of a moving mobile television unit in an event of this
kind. A specially engineered mobile limousine with a standard
television camera, placed in the limousine
to provide a view of the parade route. The tiny
cameras also was adapted for the broadcast of action pictures
to provide even better picture quality than film transmission.
A new electronic switching studio was put into use in
year which makes it possible to insert into one program picture
as many as 10 different points of origin.

TECHNICAL REPAIRS

Of importance to the entire broadcasting industry was the
radio research conducted by the NBC Research and Planning
Department, a major project of the year and one that was received

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enthusiastically by agency and advertiser groups throughout the country was the study, "Why Sales Come in Curves," which demonstrated from the advertiser's viewpoint the effect of TV on brand loyalty and brand switching. The Nielsen Coverage Service, for which NBC was the initiating sponsor, demonstrated again the leadership of NBC Radio, pointing up that NBC Radio, in weekly evening audiences, had a total of 25,467,000 homes to lead the second network by 5 per cent. NBC Research and Planning published in May, 1953, a compilation of county estimates of both TV and radio ownership, and continued its monthly estimates of television's growth throughout the year.

Throughout the year, the NBC Advertising and Promotion operation, both as a single department and as two departments after the separation of the radio and TV networks, told the story of NBC leadership and progression to the American public. Among the highly successful campaigns were advertisements promoting daytime television, documenting NBC's 12 points of TV leadership, pointing up the theme that "Daytime Dollars Buy More," and bringing NBC's activities in the realms of the arts, sports and national affairs and religion to the attention of the public. NBC-TV also became the only network to put its sustaining shows to work to build audiences through program promotion. Noteworthy also was the innovation in advertising public relations brought about by NBC-TV when 10 noted figures from the advertising profession accepted the invitation of NBC to use the network's facilities to discuss advertising in general and television specifically.

The NBC Merchandising Department marked its second complete year of operation by performing services for 107 clients on the radio

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and TV networks. Among its most successful promotions was Kate Smith Week in which 860,000 pieces of display material were distributed to more than 17,000 cooperating food stores throughout the country, and the distribution of more than 2,000,000 pieces of display material on "Today."

At the end of 1953, there were 4,458 regular employees on the NBC staff, compared with 4,224 at the end of 1952. The company had 111 separate written agreements with 15 different unions.

A record number of 5,400,000 radio and TV tickets was printed and distributed during the year by the Guest Relations Staff in New York, an increase of about 30 per cent over 1952. Guest Relations in New York also received an average of 650 letters per week from persons asking for tickets, and its uniformed pages handled 3,455 radio and TV audience shows during the year.

The tour of the NBC studios in Radio City, New York, continued to be one of Manhattan's top tourist attractions. More than 9,000,000 persons have taken the tour since its inception 20 years ago.

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NBC-New York, 1/7/54

TV stations, among the most prominent of which are the
in which 20,000 shares of stock were distributed to
from 19,000 shareholders from which the company, and
distribution to more than 20,000 shares of stock (which is

17.

At the end of 1965, the company had 4,000 shares of stock
held, owned by 4,000 at the end of 1965. The company has
specific written agreements with its principal officers.

A report dated 12/1/65, the date of the report, was
and distribution of the stock by the company. The
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Page 10

NBC

TRADE NEWS

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January 7, 1954

TED COLLINS COMMENDED BY NEGRO PERFORMERS COUNCIL FOR INTEGRATION POLICY ON 'KATE SMITH HOUR'

Ted Collins, producer of NBC-TV's KATE SMITH HOUR, has been commended by the Coordinating Council for Negro Performers, Inc. for his policy of employing and integrating talent on the Kate Smith telecasts.

Lester A. Walton, chairman of the council, in a letter to Collins expressed appreciation "for the realistic integration of white and colored dancers on the Kate Smith TV show Christmas Eve."

"The closing scene exuded the spirit of good will and brotherhood," Walton said.

On the program, The Three Rockets, Negro dance team, appeared in a toyland musical production with other guests and members of the Kate Smith company.

Walton went on to say: "In the past, the council has had occasion to make complimentary reference to officials of the National Broadcasting Company regarding policy adhered to by you and associates in regularly employing colored talent. Your record on integration has been outstanding and worthy of emulation.

"Through the years, you have consistently exemplified 'democracy in action,' for which you are deserving of high praise."

The "Kate Smith Hour" is presented over the NBC-TV network Mondays through Fridays from 3 to 4 p.m., EST.

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January 7, 1954

'ASK WASHINGTON' RETURNS TO NBC-TV AS MONDAY-THROUGH-FRIDAY
FEATURE, WITH COMMENTATORS ANSWERING VIEWERS' QUERIES

Televiewers throughout the nation will have the opportunity to get expert answers on national affairs from NBC's staff of Washington commentators when the ASK WASHINGTON program returns to the network Monday, Jan. 11 on NBC-TV (Mondays through Fridays, 11:30 a.m. to 12:00 noon, EST).

Each day a panel of three Washington commentators will answer viewers' questions submitted by mail or telegram. The questions, for example, may concern the daily activities of President Eisenhower, with answers by NBC White House correspondent Ray Scherer, on events in Washington during the past 50 years as seen by Earl Godwin, dean of Washington commentators.

"Ask Washington" was a popular NBC-TV network feature during the Congressional session of 1953. It was first telecast to answer political questions asked by NBC televiewers during the political conventions of 1952.

Among the panelists who will appear regularly are Morgan Beatty, David Brinkley, Leif Eid, Richard Harkness, Bill Henry, Joseph C. Harsch, Ned Brooks, Earl Godwin, Ray Scherer and Esther Van Waggoner Tufty, with occasional special guests.
(more)

Holly Wright of NBC's Washington announcing staff will read the viewers' questions. Julian Goodman, NBC manager of news and special events in Washington, will be the program supervisor, and Robert Doyle the director. The program, which will open daily with five minutes of news by David Brinkley, will originate in WNBW studios at Sheraton Park Hotel in Washington. A limited studio audience will be invited to attend the program daily. Viewers may mail or telegraph their questions on Washington events to "Ask Washington," NBC, Washington 8, D.C. Persons who plan to visit Washington are invited to write and request tickets to attend the program.

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NBC-New York, 1/7/54

PHARMACO, INC., SPONSORS 'FRONT PAGE FARRELL'

ON ALTERNATING-DAY BASIS ON NBC RADIO

FRONT PAGE FARRELL, NBC Radio Network program presented Mondays through Fridays (5:15-5:30 p.m., EST), will be sponsored on alternate days by Pharmaco, Inc., starting Monday, Jan. 11, it was announced today by Fred Horton, director of sales for the NBC Radio Network.

The contract signed through Doherty, Clifford, Steers and Shenfield, Inc., for 13 weeks calls for sponsorship in the interests of various Pharmaco products on 148 stations and has provision for local commercial cut-ins for one product on 46 stations.

Alternate-day sponsorship will have FRONT PAGE FARRELL sponsored the first week on Monday, Wednesday and Friday with the second week's sponsorship on Tuesday and Thursday, the schedule continuing in that order.

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BERNARD L. KEMENDO NAMED TO POST IN MERCHANDISING DEPT.

Bernard L. Kemendo has been appointed Southwestern District Supervisor for the NBC Merchandising Department, Fred N. Dodge, director of merchandising, announced today.

Kemendo comes to NBC from Lever Brothers Company, where he was national sales manager for the Armed Forces Sales Department. Previously he was a sales supervisor for the Pepsodent Division of Lever Brothers. His experience also includes selling for the Brown and Williamson Tobacco Corp. and the Standard Coffee Company.

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NBC-New York, 1/7/54

NBC
TRADE NEWSJanuary 8, 1954
*sent out*THREE NBC EXECUTIVES PROMOTED;MR. H.C. HAGERTY ELECTED TO NBC BOARDFOR RELEASE SATURDAY, JAN. 9, 1954

The promotion of George H. Frey to Vice President in charge of Television Network Sales and election of Thomas McAvity as Vice President in charge of Television Network Programs and Carl M. Stanton as Vice President in charge of the Film Division were announced today by Sylvester L. Weaver, Jr., President of the National Broadcasting Company, following the regular meeting of the NBC Board of Directors.

Mr. Frey has been in the broadcasting business for 30 years, serving principally as a sales executive. Prior to their promotions today, McAvity was the national program director for the NBC Television Network, and Stanton was director of the Film Division. Both men have backgrounds of wide experience in advertising, programming and production.

Mr. Harry C. Hagerty, Financial Vice President of the Metropolitan Life Insurance Company and a member of the Board of Directors of the Radio Corporation of America, was elected today a member of the Board of Directors of the National Broadcasting Company. Mr. Hagerty filled the vacancy on the Board created by the resignation of Mr. John K. Herbert from the NBC.

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January 8, 1954

12 FIRST PLACE AWARDS OF MOTION PICTURE DAILY-FAME

POLL GO TO NBC RADIO STARS AND PROGRAMS

- - -

NBC Wins Total of 33 First, Second, Third Place Awards

The NBC Radio Network received 12 of the first place awards in the 18th Annual Motion Picture Daily Radio Poll for Fame it was announced this week. Of 74 awards announced, including first, second and third places, NBC Radio took 33 with the radio critics and columnists throughout the country voting nine seconds and 12 third places to the network. //

Following are the first place awards won by NBC programs or performers.

Best Comedy Team: "Fibber McGee & Molly"

Best Popular Male Vocalist: Eddie Fisher,
of "Coke Time Starring Eddie Fisher."

Best Popular Female Vocalist: Dinah Shore.

Best Classical Male Vocalist: Thomas L. Thomas,
of "Voice of Firestone."

Best Classical Female Vocalist: Rise Stevens,
of "Voice of Firestone."

Best Mystery Show: "Dragnet."

Best Classical Orchestra: "NBC Symphony Orchestra."

(more)

2 - Awards

Best Popular Musical Show: "The Railroad Hour."

Best Country Music Show: "Grand Ole Opry"

Best Quiz Show: "Groucho Marx -- You Bet Your Life."

Best Educational Program: "Meet the Press."

Best Public Service Program: "Meet the Press."

Second place awards went to the following NBC shows or performers, as follows:

Best Performer: Jack Webb, of "Dragnet."

Most Promising Male Star: Eddie Fisher, of "Coke Time Starring Eddie Fisher."

Best Comedian: Bob Hope.

Best Classical Male Vocalist: Ezio Pinza.

Best Classical Female Vocalist: Patrice Munsel, of "Voice of Firestone."

Best Dramatic Program: "Dragnet."

Best Master of Ceremonies: Groucho Marx, of "Groucho Marx -- You Bet Your Life."

Best Announcer: George Fenneman, heard on several NBC shows.

Best Classical Musical Show: "Voice of Firestone."

Third place awards went to the following NBC shows or performers as follows:

Best Network Program: "Dragnet."

Best Comedian: Groucho Marx of "Groucho Marx -- You Bet Your Life."

Best Comedy Team: Dean Martin and Jerry Lewis, of "Chesterfield's Martin and Lewis Show."

Best Classical Male Vocalist: Gordon MacRae, of "The Railroad Hour."

Best Classical Female Vocalist: Dorothy Kirsten, of "The Railroad Hour" and "Voice of Firestone."

(more)

3 - Awards

Best Dramatic Program: "NBC Star Playhouse."

Best News Commentator: Morgan Beatty, of "News of the World."

Best Classical Orchestra: Donald Voorhees and the Bell Telephone Orchestra of "The Telephone Hour."

Best Classical Musical Show: "The Telephone Hour."

Best Country Music Show: "Midwestern Hayride."

Best Daytime Show: "Dial Dave Garroway."

Best Educational Program: "The American Forum of the Air."

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NBC-New York 1/8/54

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'TODAY,' NBC-TV EARLY MORNING NEWS AND SPECIAL FEATURE SHOW,
STARTS THIRD YEAR WITH BIG RECORD OF TELECASTING ACHIEVEMENT

TODAY, the NBC-TV early morning (Monday through Friday, 7-9 a.m., EST and CST) news and special feature program, will celebrate its second anniversary on Thursday, Jan. 14 -- rounding out a sophomore year in which the program became an unqualified commercial success and precedent-setter in daytime television programming. //

During the past year, the three-hour, weekday morning presentation had extended its network in the East and Midwest to 51 stations, as compared to the original 30-city hookup which took the first "Today" telecast. The program is received in over 6,000,000 homes per week and is viewed by over 14,000,000 persons per week.

Each morning, Monday through Friday, a team composed of Dave Garroway, Jack Lescoulie and news editor Frank Blair brings segments of this cumulative audience the late-breaking world and national news, a variety of topical and/or amusing features and a series of service highlights -- time, weather, light music and facts pertinent to the particular date. Time-to-time features include reviews of plays, movies and books, and an occasional guest to lend authority and color to a particular topic.

Two offerings of the program are unique to "Today," and are key factors in its popularity. The first is a TV-eye view of West
(more)

STATION CHIEF YVES WITH HIS RECORD OF TRAVELING AROUND THE WORLD

... the NBC-TV early morning program... and CBS news and general interest program... in which the program... in which the program...

During the past year, the three-hour, weekly morning program had extended its network in the past and reached to 51 stations... The program is now... and is viewed by over 18,000,000 persons per week.

Each morning, Monday through Friday, a team composed of... way, these specialists and news editors work... cumulative audience the last... of topical and news... time, weather, sports news, and other... Time-to-time... and books, and an occasional guest... National's topic.

The offering of the program... in its popularity. The time is a TV-type... (copy)

49th Street in New York City, seen through the huge, glass windows of the RCA Exhibition Hall where the program originates. Outside these panes stands a daily gathering of "Today" fans, whose smiles and waves are seen via television by their friends and relatives throughout the East and Midwest.

Many of the well-wishers hold up signs or banners identifying their hometowns or carrying cheery messages. Former President Harry S. Truman appeared twice at the window during 1953.

The second one-of-a-kind feature consists of verbally one-sided but visually fascinating exchanges between Dave Garroway, the "Today" helmsman and J. Fred Muggs, the juvenile, stoic chimpanzee whose name has in less than a year become a byword in the United States, lower Canada and even Western Europe and Great Britain. The flood of fan mail, souvenir cocoanuts, toys and clothes which the chimp receives daily attest to his popularity.

News editor Frank Blair presents a daily news digest put together by a news staff utilizing all electronic media for reporting, including round-the-world audio circuits, on-the-scene television pickups, filmed reports and live interviews. These facilities are abetted by the press wire services, facsimile news pictures, newsreels, and outstanding newspaper stories.

For many, the program is a "television newspaper," bringing all vital features to an audience which in many areas has no other immediate type of news communication with the rest of the country. J. Fred Muggs might well be described as the comic page of this electronic daily journal.

The most significant development on "Today" in 1953 was not any change in the programming formula, which 1952 had proved to be
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valid and entertaining, but in the program's recognition by the advertising industry as the leading daytime television market.

The "magazine concept" of selling air time resulted in the booking of over 90 separate accounts, resulting in sponsorship participation by some of the nation's largest "blue-chip" advertisers with campaigns running the better part of a year and participation by small, low-budget firms which prior to the "Today" sales plan could not afford to share the air with industry's largest accounts.

Advertisers on "Today" see graphic and immediate reaction to their message. On the "Today" premiere show, Jan. 14, 1952, Kiplinger, Inc., offered viewers a free copy of its magazine, Changing Times. After one week, the sponsor had received over 20,000 replies to the offer. On the program's first anniversary, Kiplinger repeated the offer. Again the reply count ran to over 20,000. Since then the offer has been repeated with the same results.

"Today" enters its third year as the network "eye-opener" with advertising campaigns booked months ahead and with its new facilities working 'round-the-clock to present the national and world situation each weekday morning. Dave Garroway has completed a second year on which he was televised over 700 hours on the program, sharing the time with Jack Lescoulie, since the program's inception.

"Today," the "television newspaper," conceived by NBC President Sylvester L. Weaver, Jr., is produced by Richard A.R. Pinkham and Mort Werner.

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CREDITS FOR 'TODAY' ON NBC-TV

PROGRAM:	TODAY
TIME:	NBC-TV, Monday through Friday, 7-9 a.m., EST and CST. Pre- miere date Jan. 14, 1952.
FORMAT:	News and special features, time, weather, book and theatre reviews, live and filmed interviews, light humor, music.
CAST:	Dave Garroway, with Jack Les- coulie and news editor Frank Blair. Also chimpan- zee J. Fred Muggs. Addi- tional guests on occasion.
EXECUTIVE PRODUCER:	Richard A.R. Pinkham
PRODUCER:	Mort Werner
EXECUTIVE DIRECTOR:	Jac Hein
DIRECTOR:	Robert Merriman
MANAGING EDITOR:	Gerald Green
ORIGINATION:	RCA Exhibition Hall, New York, N.Y.
SPONSORS:	Multiple and rotational
AGENCIES:	Multiple and rotational

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BILL CULLEN TO BE EMCEE OF RADIO 'ROADSHOW';

W.W. CHAPLIN TO REPORT THE NEWS

Bill Cullen, one of the most popular young personalities on the air, will be emcee of NBC Radio's exciting new presentation, ROADSHOW, a four-hour program which will start on the network Saturday, Jan. 9 (2 to 6 p.m., EST; WNBC will carry the 2 to 5 p.m., EST segments).

Cullen, among the busiest emcees, panelists and quizmasters on radio and television, also presides over NBC Radio's "Walk a Mile" show. Jack Haskell, talented young singer who is featured on NBC-TV's "Dave Garroway Show," will appear as Bill's guest on the premiere broadcast of "Roadshow."

Designed to interest and entertain the weekend motorist -- as well as to encourage good driving -- "Roadshow" will feature live and recorded music, guest stars, news digests, weather and traffic reports, and contests rewarding the safe, courteous driver.

W.W. (Bill) Chaplin, noted NBC commentator and foreign correspondent, will report the news on "Roadshow," summarizing the day's highlights on the hour and half-hour.

"Roadshow" will originate from NBC's New York studios but will include pickups from other sections of the country. A unique feature of the program will be "Mr. Safety," who each week will rove a different part of the nation, his car equipped with a "phonemobile." He will be on the lookout for safe, courteous drivers, who will be introduced to the listening audience and rewarded with prizes.

"Roadshow" will be produced by Parker Gibbs and written by Arthur Small.

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NBC-New York, 1/8/54 FWK

W. W. ORRILL TO DIRECT THE WORK
WILL CONTINUE TO BE HELD BY W. W. ORRILL

W. W. ORRILL, one of the most prominent men in the
state, will be in charge of the work of the
state, a four-hour program which will start on the
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SPOT SALES

News

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IMPACT OF COLOR TV COMMERCIALS FOR NATIONAL SPOT AND LOCAL ADVERTISERS
IS SUBJECT OF NBC SPOT SALES AND WNBT CLOSED CIRCUIT TELECAST

The tremendous impact of color television in national spot and local advertising ^{was} ~~will~~ be demonstrated for the first time on a nationwide basis Tuesday, Jan. 12, when NBC Spot Sales and WNBT put on a closed circuit telecast for a selected group of invited advertising and retail executives in eight of the nation's top markets.

More than 1,000 guests in New York, Washington, Cleveland, Chicago, Detroit, St. Louis, San Francisco, and Los Angeles ^{will be} ~~will be~~ entertained in a half-hour showing originating from WNBT, emceed by Ed Herlihy and featuring Jinx Falkenburg McCrary, Faye Emerson and Skitch Henderson, Josephine McCarthy, and Tex Antoine with Uncle Wethbee. //

Announcing the demonstration, Charles R. Denny, NBC vice president in charge of the Owned and Operated Stations Division, said:

"This will be dramatic evidence to the advertiser of the enormous sales force offered by color commercials in national spot and local television. Several programming and advertising methods will be presented during the demonstration. The sales power of a 20-second, even a 10-second commercial, when done in color will be shown; the added effectiveness of a color commercial in a local participation show

(more)

and the value of color television advertising for food products, fashion and housewares will be emphasized. The sales persuasiveness of color commercials as applied to every product and service, and especially to the department store retailer, will be pointed up in the demonstration."

Denny added that the color exhibition also will show that an advertiser can buy spot and participating announcements in color even before the surrounding shows make the transition from black and white. He pointed out that the advertiser who goes into color commercials now will get the full benefit of the vast black and white audience, learn how to use color most effectively for his product, and at the same time enjoy the impact of the ever-growing color circulation.

"An NBC Spot franchise is a color franchise," he stated.

Using RCA's compatible color system, NBC's Spot Sales demonstration on Tuesday will highlight an interchange of black-and-white and color television to dramatize the added effectiveness of color in programming and advertising. The half-hour program will include a fashion show, a cooking session, a women's service feature and a weather report.

NBC's Spot Sales demonstration will originate in the Colonial Theatre in New York and will be fed by closed circuit to the lounge of the Centre Theatre for the New York audience. Other groups of advertising and retail executives will gather for the demonstration at WNBW, Washington; WNBK, Cleveland; WNBQ, Chicago; KSD-TV, St. Louis; KNBH, Los Angeles; and the NBC Spot Sales office in San Francisco through KRON, and in the NBC Spot Sales office in Detroit through WWJ-TV.

The program will be produced for NEC Spot Sales by WNBTV in cooperation with the NBC color corps. John Stearns is the producer, working under the supervision of Richard M. Pack, program director of WNBTV.

'WHO SAID THAT?' NOW HAS A PERMANENT 3-MEMBER PANEL:

H.V. KALTENBORN, JUNE LOCKHART AND MOREY AMSTERDAM

- - -

Kiernan Remains Moderator and There Will Be One Guest

WHO SAID THAT?--the NBC-TV quiz program which for five-and-a-half years has had four different guest experts on its weekly panel--will shift to a permanent panel of three experts with only one guest today, Monday, Jan. 11 (NBC-TV Network except WNBT, 10:30 p.m., EST).

The permanent panelists will be H.V. Kaltenborn, dean of NBC Radio commentators; June Lockhart, well-known actress of stage, screen and TV, and Morey Amsterdam, prominent TV comedian.

Walter Kiernan, well-traveled commentator of radio and TV, author and journalist, will continue as moderator.

The guest panelist will be a leading personality from the world of sports, journalism, stage, screen or politics.

"Who Said That?" started on NBC July 2, 1948, the panel being asked to identify quotations from the week's news. For each mistake the panelists forfeit \$10, the total amount collected going to a leading charity.

The format of the show, which remains unchanged except for the permanent panelists, has made it a stimulating quiz program, especially to television audiences at home. For, unlike many quiz programs, answers to questions are not divulged to televiewers, thus providing impetus for home participation.

(more)

THE STATE OF NEW YORK, in and to the County of New York, ss. I, the undersigned, Judge of the Supreme Court, do hereby certify that the within and foregoing is a true and correct copy of the original as the same appears from the records of the said Court.

Witness my hand and the seal of the said Court at the City of New York, this 1st day of January, 1901.

JOHN C. JOHNSON, Clerk of the Court.

THE STATE OF NEW YORK, in and to the County of New York, ss. I, the undersigned, Judge of the Supreme Court, do hereby certify that the within and foregoing is a true and correct copy of the original as the same appears from the records of the said Court.

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2 - 'Who Said That?'

Members of the audience have pitted their abilities to remember important statements appearing in the weekly news against the memory of the guest panelists.

Kiernan has been the moderator of the program for almost as long as it has been on the air. His dry wit and inexhaustable knowledge of what's being said in the world and by whom keeps the half-hour program moving at a fast pace.

Kaltenborn, who has been broadcasting summaries of the news and its significance for more than 30 years will be the "elder statesman" of the panel.

In recent months, June Lockhart has been one of the most frequent guests on the "Who Said That?" panel. Her ability to more than hold her own with the outstanding journalists, authors and commentators who have appeared on the show has won for her the assignment as the only woman on the permanent panel.

The third member of the permanent panel, Morey Amsterdam, has an approach to showbusiness, which like his sense of humor is entirely flexible. He spent some 20 years as a vaudevillian, night club emcee, stage, screen, radio and television writer, songwriter and radio comic.

Ann Gillis is producer of the weekly quiz program.

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NBC-New York, 1/11/54

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NBC

TRADE NEWS

January 12, 1954

BIG GAINS IN NBC RADIO NIGHTTIME PROGRAMS SHOWN BY NIELSEN; 'WEEKEND' TOPS SUNDAY DAYTIME ROSTER

Nighttime NBC Radio Network programs continue to show increased audiences this year over 1952.

The current Nielsen report for Nov. 15-21 shows six NBC nighttime programs with substantial gains over the same period of 1952, including one multi-weekly news strip NEWS OF THE WORLD, which tops all other network news programs and ranks second only to NBC's ONE MAN'S FAMILY in its popularity in the multi-weekly program group.

Notable in the nighttime audience gain is THE TELEPHONE HOUR which has increased its audience by 486,000 homes -- increase of 25.8 per cent over the same period last year.

The following tabulation shows the six nighttime NBC programs and their audience gains:

	<u>Homes 1953</u>	<u>Homes 1952</u>	<u>Increase Homes</u>	<u>Increase Per Cent</u>
THE TELEPHONE HOUR	2,372,000	1,886,000	486,000	25.8
DRAGNET	2,864,000	2,631,000	233,000	8.9
WALK A MILE	2,730,000	2,499,000	231,000	9.2
RAILROAD HOUR	3,088,000	2,894,000	194,000	6.7
NEWS OF THE WORLD	2,551,000	2,456,000	95,000	3.9
ONE MAN'S FAMILY	2,685,000	2,631,000	54,000	2.1

WEEKEND, NBC Radio's Sunday "newspaper of the air," is revealed in the same Niesen Index as topping all network Sunday daytime programs with a rating of 3.6, giving the program an audience of 1,611,000 radio homes.

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1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 26

ASSOCIATED PRODUCTS ALTERNATE SPONSOR OF 'ARTHUR MURRAY PARTY'

Associated Products Inc., maker of 5-Day Deodorant Pads, will become alternate-week sponsor of NBC-TV's ARTHUR MURRAY PARTY (Monday, 7:30-7:45 p.m., EST) effective with the Jan. 18 telecast.

The order was placed through Grey Advertising Agency, Inc. Consolidated Royal Chemical Corp. remains as the alternating sponsor with Associated Products.

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--AND THE WHOLE COUNTRY IS KEEPING UP WITH THE JONESES

Groucho Marx undoubtedly has one of the most loyal TV fans of any star in the country.

The following ad was printed in the "personals" column of the New Brunswick, N.J., Daily Home News:

"Alexander M. Jones earnestly and respectfully requests that his friends, business associates, relatives and all others refrain from telephoning his home, or otherwise disrupting its serenity, between 8 and 8:30 o'clock of a Thursday evening. These 30 minutes are regularly observed as the Groucho Marx half-hour."

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ASSOCIATED PRESS: ALPHABETICALLY BY LAST NAME

Associated Press, Inc., 229 West 42nd Street, New York 36, N.Y.
became effective with the purchase of the New York Times, Inc.,
and the New York Times, Inc., 229 West 42nd Street, New York 36, N.Y.
The New York Times, Inc., 229 West 42nd Street, New York 36, N.Y.
The New York Times, Inc., 229 West 42nd Street, New York 36, N.Y.
The New York Times, Inc., 229 West 42nd Street, New York 36, N.Y.
The New York Times, Inc., 229 West 42nd Street, New York 36, N.Y.

Continued

--AND THE NEWS COMPANY IS LISTED IN THE NEW YORK

Company, Inc., 229 West 42nd Street, New York 36, N.Y.
The New York Times, Inc., 229 West 42nd Street, New York 36, N.Y.

The following is a list of the "New York Times" Company
The New York Times, Inc., 229 West 42nd Street, New York 36, N.Y.

"The New York Times" Company, Inc., 229 West 42nd Street, New York 36, N.Y.
The New York Times, Inc., 229 West 42nd Street, New York 36, N.Y.
The New York Times, Inc., 229 West 42nd Street, New York 36, N.Y.
The New York Times, Inc., 229 West 42nd Street, New York 36, N.Y.
The New York Times, Inc., 229 West 42nd Street, New York 36, N.Y.
The New York Times, Inc., 229 West 42nd Street, New York 36, N.Y.

Continued



TRADE NEWS

January 13, 1954

NEXT-DOOR NEIGHBORS GET NBC RADIO SPOTLIGHT ON 'PEOPLE,'
NEW SERIES BY COLUMNISTS AND REPORTERS THROUGHOUT U.S.A.

- - -

W.W. Chaplin and Frank Blair Will Be Editor-Commentators

PREMIERE

Leading columnists and feature reporters from all parts of the U.S.A. will be participants in a new NBC Radio Network feature, PEOPLE, scheduled to have its premiere on Saturday, Jan. 30 from 6:30 to 7 p.m., EST, with W.W. Chaplin and Frank Blair as editor-commentators.

Anecdotes about famous personalities and "Mr. Everyman" will make up the contents of the columnists' contribution to "People." The flavor of regional features, dealing largely with "your neighbor next door," will be brought to the program by newscasters and reporters on the staffs of NBC affiliated stations throughout the nation.

"Big events about people in all walks of life," is the theme of the program. Assisting Chaplin and Blair is Jack Ghilain as associate supervisor.

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COLOR TELEVISION NEWS

DINAH SHORE AND HER TV TROUPE COME TO N.Y.

FOR TWO TELECASTS IN COLOR, JAN. 19 AND 21

NBC-TV's DINAH SHORE SHOW will be telecast in color for two performances -- Tuesday, Jan. 19 and Thursday, Jan. 21 -- at the program's regular time, 7:30 to 7:45 p.m., EST.

Dinah is making a special trip to New York to originate her "color premieres" from NBC's color studio, the Colonial Theatre on Broadway. She will be accompanied by her husband, screen actor George Montgomery. Members of the program staff who will be in New York for the color telecasts include Alan Handley, producer-director-writer; the Notables, singing quintet; Vic Schoen, music director, and Ticker Freeman, Dinah's music advisor and arranger.

According to Handley, the "color premiere" on Jan. 19 will open against a setting of greys, blacks and white. As the program progresses, color scenery will be added to background until, at the climax of the show, the greys and blacks will have been completely replaced by the brighter colors.

The Jan. 21 program will be in a "blaze of colors," Handley says. The theme will be a musical color tour of the picturesque sights of New York City.

The Dinah Shore color shows will be seen in high-quality black and white on the nation's existing sets.

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NBC-New York, 1/13/54

SUMMARY OF TV VERSION OF 'KING RICHARD II,'

STARRING MAURICE EVANS, ON NBC JAN. 24

Maurice Evans' own adaptation of Shakespeare's historical play, "King Richard II," in which the eminent actor will star on HALL-MARK HALL OF FAME Sunday, Jan. 24 (NBC-TV, 4-6 p.m., EST), will be done in three acts and 20 scenes. The work has never before been performed on television. A plot summary of the television version by acts, and a list of the scenes, follow:

ACT ONE

Richard the Second, son of that paragon of English knighthood, Edward the Black Prince, has been king of England for 22 years since taking the throne as a boy. Gay, pleasure-loving, cruel and arrogant, his manner of life and rule has brought his kingdom near to bankruptcy. As the play opens, there appear before him his cousin, Henry Bolingbroke, son of John of Gaunt, duke of Lancaster, and Thomas Mowbray, duke of Norfolk, to charge each other with treason. After hearing their arguments, Richard orders them to make peace. When they both refuse he angrily sends them into exile, Norfolk for life and Bolingbroke for six years. He is especially anxious to be rid of Bolingbroke because of the latter's growing popularity with the people.

Needing gold to carry on a war in Ireland, Richard mortgages the nation's revenues to money lenders. His uncle, the aged John of Gaunt, ill unto death, bitterly chides him for "leasing out" the realm "like to a tenement." Gaunt dies and Richard promptly seizes and confiscates to the crown his entire estate, which rightly should go to Gaunt's son, the exiled Bolingbroke. While Richard is in Ireland, the disaffected nobles learn that Bolingbroke plans to return with a force of 3,000 men, to claim his own. Aware of the justice of his cause, and hating Richard for his despotic arrogance, they set off to join forces with Bolingbroke.

ACT TWO

Bolingbroke welcomes the nobles who rally to his side. Even the duke of York, his uncle and Richard's, whom the king has named regent during his absence, finding himself without men or money to resist the forces of Bolingbroke, goes over to him.

(more)

CHAPTER I. THE HISTORY OF THE UNITED STATES

SECTION I. THE HISTORY OF THE UNITED STATES

SECTION II. THE HISTORY OF THE UNITED STATES

SECTION III. THE HISTORY OF THE UNITED STATES

SECTION IV. THE HISTORY OF THE UNITED STATES

SECTION V. THE HISTORY OF THE UNITED STATES

CHAPTER II

SECTION I. THE HISTORY OF THE UNITED STATES

SECTION II. THE HISTORY OF THE UNITED STATES

CHAPTER III

SECTION I. THE HISTORY OF THE UNITED STATES

2 - 'King Richard II' Summary

Richard, returning from Ireland with a small following, learns of this desertion and betrayal. He takes refuge in Berkeley Castle. There he confers with Bolingbroke, who artfully protests his loyalty and pleads that all he desires is that his sentence of banishment be repealed and his patrimony restored. The now powerless monarch yields and proceeds to London with his formidable foe, practically, though not openly, a prisoner.

ACT THREE

Cunningly it is contrived that Richard shall offer to abdicate so that Bolingbroke's assumption of the crown as King Henry IV shall appear logical and legal. Immediately upon Richard's abdication, Bolingbroke reveals his true character and purpose, and orders Richard conveyed to the Tower of London and his queen banished to France. Richard is then sent to the Castle of Pomfret, where he is murdered by Sir Pierce of Exton with the connivance of the new king. The latter, secretly elated, publicly laments the deed as the final curtain falls.

TV SCENE SUMMARY OF 'KING RICHARD II':

Act One: Scene 1 - Opening - Westminster Abbey.
Scene 2 - Bolingbroke's Farewell. Scene 3 - King's Chamber. Scene 4 - (a) Ely House, (b) Death of Gaunt, (c) Corridor, (d) Exterior of Ely House.

Act Two: Scene 1 - Queen's Garden. Scene 2 - Bolingbroke's Return. Scene 3 - Queen's Garden. Scene 4 - Tent of Bolingbroke. Scene 5 - Return of Richard from Ireland. Scene 6 - Bolingbroke's Camp. Scene 7 - (a) Outside of Berkeley Castle, (b) Battlements.

Act Three: Scene 1 - Deposition Scene, Westminster Hall. Scene 2 - Farewell Scene, Queen's Garden. Scene 3 - Prison. Scene 4 - Exton's Plotting Scene. Scene 5 - Prison. Scene 6 - Westminster Hall.

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NBC-New York, 1/13/54



COLOR TELEVISION NEWS

'YOUR HIT PARADE' TAKES TO THE AIR IN COMPATIBLE COLOR IN NBC TELECAST OF JAN. 16

YOUR HIT PARADE, the half-hour musical program which presents the nation's top seven tunes each week, will be telecast in color for the first time on Saturday, Jan. 16 (NBC-TV, 10:30 p.m., EST). The talent roster will include vocalists Dorothy Collins, Snooky Lanson, Gisele MacKenzie and Russell Arms; Raymond Scott and his orchestra, and the Hit Parade Singers and Dancers.

The telecast will originate at the Colonial Theatre, New York. The program in compatible color will be available to the nation's televiewers in high-quality black and white.

Dan Lounsbery, regular producer of "Your Hit Parade," will also produce the color telecast. Clark Jones is director, and Tony Charmoli is staging director and choreographer.

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NBC-New York, 1/13/54

JAN PEERCE TO HAVE LEADING TENOR ROLE IN TOSCANINI-NBC SYMPHONY
OPERA BROADCASTS REPLACING JUSSI BJOERLING WHO IS ILL IN SWEDEN

Jan Peerce, prominent American tenor, will sing the role of Riccardo in Verdi's opera, "Un Ballo in Maschera," under Arturo Toscanini's direction Sundays, Jan. 17 and 24. The tenor accepted on Toscanini's personal request when Jussi Bjoerling, originally scheduled for the role, was unable to return from Sweden due to illness.

The first act of the opera will be given on the NBC SYMPHONY ORCHESTRA program Jan. 17 (NBC Radio, 6:30-7:30 p.m., EST) and the second and third acts will be given on Jan. 24 (NBC Radio, 6:00-7:30 p.m., EST -- starting a half-hour earlier than usual).

The opera broadcasts, like all NBC Symphony concerts this season, are under the sponsorship of the Socony-Vacuum Oil Company.

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STOCKTON HELFFRICH TO SPEAK ON 'CONTINUITY ACCEPTANCE AT NBC' .

Stockton Helffrich, NBC supervisor of continuity acceptance, will address the students at Pace College on Thursday, Jan. 14. His subject will be "Continuity Acceptance at NBC."

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NBC-New York, 1/13/54

THE FIRST TO BE HONORED WILL BE THE SWEDISH
THE SECOND TO BE HONORED WILL BE THE SWEDISH

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TRADE NEWS

January 14, 1954

KENT SMITH ASSIGNED MAJOR ROLE OF BOLINGBROKE IN ALL-STAR
CASTING OF MAURICE EVANS' 'KING RICHARD II' ON 'HALL OF FAME'

Kent Smith, one of the most "in demand" actors of stage, screen and TV, will portray the important role of Bolingbroke, usurper of Richard's throne, when Maurice Evans presents his production of Shakespeare's "King Richard II" on HALLMARK HALL OF FAME Sunday, Jan. 24 (NBC-TV, 4-6 p.m., EST).

Sarah Churchill -- as previously announced -- will play the role of Richard's ill-fated queen.

Evans has enlisted the services of an equally distinguished roster of players for other parts in his two-hour adaptation of the historical drama. Frederick Worlock, well-known character actor, will be seen as Gaunt, Bolingbroke's father. Richard Purdy, now in Cole Porter's hit musical, "Can Can," will display his versatility by interpreting the dramatic role of York. Bruce Gordon will be Mowbray, whose quarrel with Bolingbroke precipitates their banishment from the kingdom by Richard. Morton Da Costa has been cast as Aumerle; Ralph Clanton as Carlisle; Louis Hector and Whitford Kane, two of the stage's veteran performers, as Northumberland and the first gardener, respectively; Francis Bethencourt as Willoughby; Porter Van Zandt as

(more)

2 - King Richard II

Salisbury; Norman Barr as Green, Terence Kilburn as Hotspur, Jonathan Harris as Exton, and Sarah Marshall and June Prud'homme as ladies-in-waiting. Other speaking parts will be played by Alfred Shirley, Joseph Dooley, Paul Davis, Robert Quarry and Cliff Cothren.

Kent Smith (Bolingbroke) was recently seen at the New York City Center of Drama in Jose Ferrer's revival of "Charley's Aunt." He was the Bolingbroke of Evans' widely-praised revival of "King Richard II" at the same drama emporium in January, 1951.

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NBC-New York, 1/14/54

NBC

"today"



'TODAY' OBSERVES SECOND ANNIVERSARY WITH REMINISCENCES
AND GLIMPSES AT FOLKS BEHIND THE SCENES

At 7 a.m., EST, this morning (Jan. 14), TODAY, the early a.m. news and special feature program commenced its third year on the network and hour number 1,571, the highest hourly figure ever accumulated by a television program. Highlight of the program was a birthday party by and for the program's on-the-air and behind-the-scenes staff, in addition to world news coverage, weather and service features which are "business as usual" for "Today."

Special guest at the televised party was NBC President Sylvester L. Weaver, Jr., who originated the "Today" concept and brought it to the air in 1952. Mr. Weaver and Dave Garroway, who has presided each morning since the program began, reviewed the program's early days and the success of the formula.

Also a guest of the program was Mrs. C.L. Kessler of Richmond, Va., who has been a viewer of "Today" since its premiere. She arrived in New York bearing gifts for Dave Garroway and the staff, ranging from a Virginia smoked ham for Dave to a stick of licorice for chimpanzee J. Fred Muggs.

James L. Bray, an executive of Kiplinger, Inc., publishers of the magazine Changing Times, appeared in a televised pickup from

(more)

THE UNIVERSITY OF CHICAGO PRESS

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THE UNIVERSITY OF CHICAGO PRESS

Washington, D.C., to congratulate Garroway and the program. Kiplinger was the first sponsor of the program and on the premiere morning offered viewers a free copy of Changing Times. This offer resulted in over 30,000 requests -- 20,000 of them within a few days after the offer was made.

Viewers also saw the program's executive director, Jac Hein, who occupies the control room, sharing the daily program chores with co-director Bob Merriman. Garroway asked Hein to hearken back to the program's early telecasts for a representative anecdote which would detail the hectic complexity of his work.

Hein declared, "Buddy, I only have to go as far back as yesterday. We did a pickup from the top of the RCA Building, 65 floors up. The temperature at 4 a.m. up there read three degrees below zero and the wind was blowing so hard we had to lash a cameraman to a flagpole. Coming to work this morning it suddenly hit me that I couldn't remember untying him."

"Today" is telecast Mondays through Fridays, 7-9 a.m., EST and CST, over the NBC-TV network.

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NBC-New York, 1/14/54

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ACTRESS-WRITER GERTRUDE BERG THANKS NBC EMPLOYEES
FOR BLOOD DONATIONS DURING HER RECENT ILLNESS

In a letter addressed to the Personnel Department of the National Broadcasting Company, actress-writer Gertrude Berg thanked the network and its employees for donating blood to the Blood Bank of the Lenox Hill Hospital to replace that used by Mrs. Berg during her recent illness.

In her letter Mrs. Berg, now recuperating at her New York apartment, stated: "I can find no words really adequate to thank you for this gesture of human kindness. All I can say is that I am feeling better and stronger each day and I am filled with a sense of gratitude that goes beyond words."

Mrs. Berg's immediate need for a considerable quantity of blood during her illness -- information which was first made known to members of the NBC Press Department and in turn passed on to officials of the Blood Bank -- emphasized the importance and value of NBC's forthcoming annual drive (on Jan. 26 and 27) to fill its Blood Bank. Mrs. Berg is expected to return to her duties as star and writer of her NBC Radio program, "House of Glass," (Fridays, 9:35-10 p.m., EST) by the first week in February.

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NBC-New York, 1/14/54

ADULTS-WHITE CATTLE AND OTHERS
FOR BLOOD DONATIONS LEAVING FOR BLOOD

In a letter addressed to the Personnel Department of
the National Broadcasting Company, Adults-White Cattle and
Others stated the network and its members for donating blood to
the Blood Bank of the American Red Cross to replace that lost
by Mrs. Mary during her recent illness.
In her letter Mrs. Mary, now residing at her New
York apartment, stated: "I am tired of words really
to think you for this course of human kindness. All I can say
is that I am feeling better and stronger each day and I am
filled with a sense of satisfaction that goes beyond words."
Mrs. Mary's immediate need for a considerable
quantity of blood during her illness - information which was
first made known to members of the NBC Trade Department and in
turn passed on to officials of the Blood Bank - emphasized
the importance and value of Mrs. Mary's forthcoming annual drive (on
Jan. 25 and 27) to fill the Blood Bank. Mrs. Mary is expected
to return to her duties as star and writer of her NBC Radio
program, "House of Glass," (Saturdays, 9:35-10 p.m., EST) by the
first week in February.

CREDITS FOR 'ROADSHOW' ON NBC RADIO

PROGRAM: ROADSHOW

TIME: NBC Radio, Saturdays,
2-6 p.m., EST. (WNBC
will carry 2-5 p.m.,
EST segment).

EMCEE: Bill Cullen

REGULAR CAST: W.W. (Bill) Chaplin,
Jim Fleming, news-
casters.

PREMIERE DATE: Saturday, Jan. 9, 1954

FORMAT: Live and recorded music,
weather, traffic and
news reports, contests
for motorists and guest
entertainers.

MUSIC: Johnny Guarneri Trio.
Also recordings.

PRODUCER-DIRECTOR: Parker Gibbs

ASSOCIATE PRODUCER: Rhoda Rosenthal

WRITER: Arthur Small

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NBC-New York, 1/14/54

CREDITS FOR PROGRAMS ON THE RADIO

PROGRAM:	WOLFE
TIME:	10:00 P.M. - 11:00 P.M. WOLFE (10:00 P.M. - 11:00 P.M.) WOLFE (10:00 P.M. - 11:00 P.M.)
DATE:	10/1/60
REGULAR PART:	WOLFE (10:00 P.M. - 11:00 P.M.) WOLFE (10:00 P.M. - 11:00 P.M.) WOLFE (10:00 P.M. - 11:00 P.M.)
PRIME TIME:	WOLFE (10:00 P.M. - 11:00 P.M.) WOLFE (10:00 P.M. - 11:00 P.M.) WOLFE (10:00 P.M. - 11:00 P.M.)
TIME:	WOLFE (10:00 P.M. - 11:00 P.M.) WOLFE (10:00 P.M. - 11:00 P.M.) WOLFE (10:00 P.M. - 11:00 P.M.)
ENCLOSURE-DESCRIPTION:	WOLFE (10:00 P.M. - 11:00 P.M.) WOLFE (10:00 P.M. - 11:00 P.M.) WOLFE (10:00 P.M. - 11:00 P.M.)
ASSOCIATE PROGRAM:	WOLFE (10:00 P.M. - 11:00 P.M.) WOLFE (10:00 P.M. - 11:00 P.M.) WOLFE (10:00 P.M. - 11:00 P.M.)
OTHER:	WOLFE (10:00 P.M. - 11:00 P.M.) WOLFE (10:00 P.M. - 11:00 P.M.) WOLFE (10:00 P.M. - 11:00 P.M.)

NBC

TRADE NEWS

January 15, 1954

THRILLING STORY OF VALIANT ATTEMPT TO SCALE 'K-2' MOUNTAIN
IN PAKISTAN TOLD WITH ON-THE-SPOT FILMS ON NBC-TV JAN. 31

For the first time on television, NBC will present a full-hour story of the American Alpine Club's mountain-climbing expedition that failed after a valiant attempt to scale Karakoram, "K-2," in Northwestern Pakistan, the second highest mountain peak in the world.

Entitled K-2, THE SAVAGE MOUNTAIN, the program will be presented on NBC-TV Sunday, Jan. 31 from 2:30 to 3:30 p.m., EST, preempting the regularly-scheduled "American Forum of the Air," "President's Week " and "The Nature of Things."

"Savage Mountain" will consist of film footage and tape recordings made in the course of the climb by the expedition's leader, Dr. Charles D. Houston, and his lieutenant, Robert H. Bates, both of Exeter, N.H., assisted by other members of the party. Both will provide live narration from the NBC studios in New York.

NBC worked with the expedition from the time of its departure from New York on May 25, 1953, with three tons of equipment, including movie cameras, film and tape recorders. The network obtained television and radio rights for coverage of the climb. First film and tape

(more)

were dispatched from Karachi by plane to NBC in New York after having been carried by barefoot runners and pack animals across hundreds of miles of rugged country in Northern Pakistan.

The tragic death of Arthur Gilkey, a geologist, when the expedition had reached 25,500 feet -- 2,750 feet from the summit -- forced the party to retreat without having achieved its purpose. The circumstances of Gilkey's illness and subsequent death in a fierce storm will be told on film and tape made on the spot.

Other members of the expedition were Tony Streather, a British officer and a five-year veteran of Pakistan; George Bell, a theoretical physicist at Los Alamos, N.M.; and Dee Molenaar, Bob Craig and Pete Schoening, all three of Seattle, Wash.

Among the unusual aspects of the expedition were:

The party did not resort to the use of oxygen and was able to function normally even at the maximum altitude attained.

Experienced climbers regard K-2 as the world's toughest mountain in the world to scale, although it is not the highest.

This represented the third American attempt to beat "K-2," which is 800 miles west of Mount Everest.

The party, consisting of seven Americans and one Englishman, were on the mountain from June 16 to Aug. 7, 1953.

There were 200 applicants for the privilege of joining the expedition, and eight were picked.

Producer of "Savage Mountain" is Herbert Swope, Jr. Robert D. Graff is associate producer. Richard Hauser wrote the script, and Robert Loweree is film editor. Narration is by Dr. Houston and Bates.

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IT'S 'THE MARTHA RAYE SHOW' NOW AS 'ALL STAR REVUE'
CHANGES NAME JAN. 23 IN TRIBUTE TO ITS REGULAR STAR

Martha Raye will headline another hour-and-a-half of buffoonery supported by her guest stars, Edward G. Robinson and Cesar Romero, when THE MARTHA RAYE SHOW is telecast over the NBC-TV network Saturday, Jan. 23 (9-10:30 p.m., EST).

With this telecast, "The Martha Raye Show" is the new title for the program formerly called "All Star Revue," which is presented every fourth Saturday.

In the past, "All Star Revue" has presented Miss Raye and other top comedians on a rotating basis. However, in view of the general acclaim following her telecasts, the network signed her to appear regularly every fourth week in the show of her own name for the rest of the season. "Your Show of Shows" is seen three weeks out of four in the same time period.

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COLOR TV OFFERS IMMENSE CONTRIBUTION TO YOUTH OF AMERICA,
NBC'S SYDNEY H. EIGES TELLS PRESS CLUB IN ST. LOUIS

FOR RELEASE AFTER 10 P.M., EST, SATURDAY, JAN. 16

The tremendous role color television will play in creating even greater understanding of democracy, equality and tolerance among young Americans was pointed up Saturday night, Jan. 16, by Sydney H. Eiges, NBC Vice President for Press and Publicity.

Eiges spoke at the Annual Awards Banquet of the Mound City Press Club in St. Louis.

He emphasized that one of the most important results of the development of color TV will be its effect on children, pointing out that from their earliest years they will be exposed to a world in natural color brought into their homes.

"Since the home is the strongest single influence on these citizens of tomorrow," Eiges said, "it follows that exposure within the home to the vast panorama of American life will lift the youngsters out of the confines of the immediate group with which they identify themselves, and make them feel a part of the American whole -- a whole made up of many creeds, races and cultural heritages.

"This means a new generation with a breadth of outlook that will make for a better America -- an America dedicated more than ever to democracy, equality and tolerance."

-----O-----

COOPER TO OFFER FURTHER CONTRIBUTION TO WORK OF AMERICAN
WHO'S SYMPATHY WITH THE PEOPLE OF THE WORLD

RELEASED AFTER 5 P.M. SATURDAY, JAN. 10

The American Red Cross Association will hold its annual
in greatest understanding of democracy, equality and justice among
the American was pointed up Saturday night, Jan. 10, by Joseph W.
and Mrs. Alice President Van Dusen and President.

Eighty people at the annual dinner banquet of the American
and Mrs. Alice in St. Louis.

He expressed that one of the most important results of the
statement of which it will be the effort to achieve, pointing out
to the time realized that this will be a step to a world in
which order brought into their homes.

"Since the time in the strongest single influence on the
of democracy," Mrs. Van Dusen said, "is to follow that we must
have to the vast numbers of Americans who will live the future
out of the condition of the world's people with whom they live
themselves, and make them feel a part of the American whole --
has made up of many groups, races and nationalities.

"This means a new generation with a spirit of citizenry
I call for a better America -- an America dedicated more than ever
democracy, equality and tolerance."

EDDIE FISHER AND 'ETERNAL LIGHT' ARE HONORED du

Eddie Fisher, NBC Radio and TV singing star, and the network's "Eternal Light" Radio program were honored yesterday (Jan. 14) by the Federation of Jewish Philanthropies of New York at a special award luncheon at Hotel Astor. //

Dr. Moshe Davis, provost of the Jewish Theological Seminary of America, which produces "Eternal Light" in cooperation with NBC, received the award for that program.

The luncheon was held "in honor of some of the great performers of our time -- men and women who have brought the magic of their personalities to countless thousands and made this a better and happier world during the year 1953."

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'T OR C' STUNT BRINGS 16,000 PARTICIPANTS;

ONE OF THEM WINS A \$1,000 BOND

A recent stunt conducted by emcee Ralph Edwards on his NBC Radio program TRUTH OR CONSEQUENCES (Thursdays, 9 p.m., EST) brought 16,000 replies after one announcement.

Edwards announced that Blitzen, one of Santa Claus' reindeers was missing and asked listeners to send in a postcard with their guess as to where Blitzen could be found. The person with the best answer was to receive a \$1,000 U.S. Savings Bond on the following week's broadcast.

Captain and Mrs. J. Barnes of 945 Grave Avenue, Panama City, Fla., won the bond by telling Edwards that the most natural place to find a buck was in Jack Benny's vault.

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NBC-New York, 1/15/54

NBC

TRADE NEWS

January 18, 1954

* STATION KDAL-TV JOINS NBC-TV NETWORK *

(OK)

The affiliation of station KDAL-TV in Duluth, Minn., with the NBC-TV network was announced ^{Jan 18} today by Harry Bannister, NBC Vice President in charge of Station Relations. //

Operating on Channel 3, KDAL-TV will go on the air about March 15, serving the Duluth-Superior, Hibbing and Virginia territory. The station is owned by the Red River Broadcasting Co., Inc. Dalton Le Masurier is president and general manager, Odin S. Ramsland vice president and commercial manager, and Robert A. Dettman vice president and chief engineer.

KDAL-TV will begin service on a non-interconnected basis, but will become interconnected with the NBC-TV network about Sept. 1.

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22,000 COPIES OF STUDY GUIDE FOR 'KING RICHARD II' ON NBC-TV
ARE SENT TO TEACHERS, P-T-A GROUPS AND EDITORS

Twenty-two thousand copies of a special edition of Listenables and Lookables, containing a Study Guide and Program Notes for Maurice Evans' production of Shakespeare's "King Richard II" on HALLMARK HALL OF FAME Sunday, Jan. 24 (NBC-TV, 4-6 p.m., EST), have been distributed to the entire membership of the Council of Teachers of English, and to national parent-teacher organizations and 600 TV and Radio editors throughout the country. It is to be used as a classroom aid in discussing Evans' adaptation and interpretation of the Bard's historical drama.

Included in the Study Guide are questions for study and discussion; photographs of Evans and Sarah Churchill in costume as Richard and his Queen, respectively; two woodcuts of Richard, pictured uttering famous lines from the play; a signed article by Evans, discussing his production; a summary of the play, and a listing of Evans' TV adaptation by act and scene with relation to the original.

"Listenables and Lookables" is published tri-monthly in Passaic, N.J., during the school year, bringing information about network Radio and Television programs to students, teachers and public service organizations. Morris Goldberger is editor and Leon C. Hood advisory board chairman. The special edition on "King Richard II" was prepared by the publication's editorial staff with the assistance of John P. Roberts and Arthur J. McClaskey of the Montclair (N.J.) High School Art-English Department.

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NBC-New York, 1/18/54

20,000 copies of study guide for each class of 25

use sent to teachers, 4-1-60 (copy sent to them)

Twenty-two thousand copies of a study guide for

and teachers, containing a study guide and lesson plan for

the year, prepared by the Department of Education, 11-1-60

Letter sent to each teacher, 11-1-60, 4-1-60, 11-1-60

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CAST AND CREDITS FOR 'KING RICHARD II' ON NBC-TV

Following are the cast and production credits for Maurice Evans' adaptation of Shakespeare's "King Richard II" on HALLMARK HALL OF FAME Sunday, Jan. 24 (NBC-TV, 4-5 p.m., EST).

"KING RICHARD II"

by William Shakespeare

A Maurice Evans Production

DIRECTED BY.....GEORGE SCHAEFER

NBC EXECUTIVE PRODUCER AND DIRECTOR.....ALBERT McCLEERY

ASSOCIATE PRODUCERS.....EMMETT ROGERS,
MILDRED FREED ALBERG

ADAPTATION BY.....MAURICE EVANS

SETS DESIGNED BY.....RICHARD SYLBERT

COSTUMES SUPERVISED BY.....NOEL TAYLOR

MUSIC COMPOSED BY.....HERBERT MENGES

MUSIC CONDUCTED BY.....WILLIAM BROOKS

PRODUCTION ASSISTANT.....PAUL DAVIS

ASSOCIATE DIRECTOR.....LIVIA GRANITO

SPONSOR.....HALL BROTHERS, INC., FOR
HALLMARK GREETING
CARDS

AGENCY.....FOOTE, CONE & BELDING

CAST

(In the Order in Which They Speak)

KING RICHARD II.....MAURICE EVANS

JOHN OF GAUNT.....FREDERIC WORLOCK

A GUARD.....PAUL DAVIS

BOLINGBROKE.....KENT SMITH

THOMAS MOWBRAY.....BRUCE GORDON

AUMERLE.....MORTON DA COSTA

(more)

"IT GRANDIN DICH"

2 - Cast and Credits

GREEN.....NORMAN BARRS
BUSHY.....ROBERT QUARRY
DUKE OF YORK.....RICHARD PURDY
THE QUEEN.....SARAH CHURCHILL
NORTHUMBERLAND.....LOUIS HECTOR
EXTON.....JONATHAN HARRIS
WILLOUGHBY.....FRANCIS BETHENCOURT
LADIES IN WAITING.....JUNE PRUD'HOMME
AND SARAH MARSHALL
HARRY PERCY.....TERENCE KILBURN
BAGOT.....LOUIS EDMONDS
BISHOP OF CARLISLE.....RALPH CLANTON
SALISBURY.....PORTER VAN ZANDT
SCROOP.....ALFRED SHIRLEY
THE GARDENER.....WHITFORD KANE
SECOND GARDENER.....JOSEPH DOOLEY
THIRD GARDENER.....RAYMOND JOHNSON
JAILOR.....CLIFFORD COTHREN
EXTON'S SERVANT.....VAN WILLIAMS
PAGES.....TOM SAND
AND KENNETH RAYMOND

SOLDIERS AND LORDS:

ALAN BERGMANN	LOUIS LYTTON
BILLY MATTHEWS	CHARLES QUINLIVAN
HENRY NESLO	WALTER APPLER

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NBC-New York, 1/18/54

NBC

"today"



4 PROGRAMS FROM GENERAL MOTORS' 'MOTORAMA' ON 'TODAY'

Dave Garroway will return to one of his first loves -- beautiful automobiles -- when he brings the TODAY audience four live television pickups including a preview from General Motors "Motorama" which opens on Thursday, Jan. 21 at New York's Waldorf Astoria.

"Today" first will visit the GM exhibition on the morning of Thursday, Jan. 21. This feature, on the morning of the official "Motorama" premiere, will take viewers on a Garroway-guided tour of the GM-Frigidaire "dream kitchen." On Friday, Jan. 22 the audience will get a glimpse of GM's futuristic experimental autos and 1954 production cars.

The feature for Monday, Jan. 25 will be an exhibition by Garroway of Pontiac's "X-Ray car," which at the touch of a button becomes transparent to reveal its interior engineering. On Tuesday, Jan. 26 Garroway will present a surprise feature at the "Motorama."

The "Motorama" highlights will be seen at 7:45 a.m., EST and 8:45 CST, to cover all areas on the "Today" network. "Today" is seen Monday through Friday, 7-9 a.m., EST and CST over NBC-TV.

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NBC-New York, 1/18/54

100

THE UNIVERSITY OF CHICAGO

CHICAGO, ILLINOIS

TO THE PRESIDENT OF THE UNIVERSITY OF CHICAGO

FROM THE FACULTY OF THE UNIVERSITY OF CHICAGO

RESOLUTION

ADOPTED BY THE FACULTY OF THE UNIVERSITY OF CHICAGO

AT A MEETING OF THE FACULTY OF THE UNIVERSITY OF CHICAGO

Held at Chicago, Illinois, on the 10th day of May, 1955

WHEREAS, the Faculty of the University of Chicago

has been informed by the President of the University of Chicago

that

the President of the University of Chicago

has been informed by the President of the University of Chicago

that the President of the University of Chicago

has been informed by the President of the University of Chicago

that the President of the University of Chicago

has been informed by the President of the University of Chicago

that the President of the University of Chicago

RESOLUTION

ADOPTED BY THE FACULTY OF THE UNIVERSITY OF CHICAGO

FIVE MEN RESPONSIBLE FOR TWO NBC RADIO SHOWS RECEIVE
CHRISTOPHER AWARDS; PAUL LAVALLE HONORED FOR MARCH

send all

FOR RELEASE THURSDAY A.M., JAN. 21

Christopher Awards for "individual creative efforts in the arts and communications" for the fourth quarter of 1953 went to five men chiefly responsible for two NBC Radio network programs, according to an announcement made last night.

The individuals honored are producer Richard English, director Harry Bubeck and writer Richard G. Pedicini for the "Last Man Out" program of Dec. 22, and producer Gerald Kean and writer Irving Berenson for the United Nations Radio production, "Peace on Earth," Dec. 26.

In addition to these awards for work in the field of Radio, an award went to Paul Lavalle, conductor of the "Cities Service Band of America" on NBC Radio, as composer of the march, "The U.S. Air Force," written with the encouragement of the commanding officer, Maj. Gen. John B. Montgomery.

Each award winner will receive a Christopher medallion for accomplishment that "reflects the God-given talent that can be exerted for good by one individual in the communications field."

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NBC-New York, 1/18/54

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MOUND CITY PRESS CLUB IN ST. LOUIS HONORS NBC

A Citation of Merit commending the National Broadcasting Company for its "constructive and consistent programming including the 'integration without identification' policy" was presented to NBC Saturday night, Jan. 16, by the Mound City Press Club in St. Louis. //

The citation reads: "Presented to National Broadcasting Company in recognition of constructive and consistent programming including the 'integration without identification' policy, through the medium of radio and television; a substantial force in building a better America. Presented this 16th day of January, 1954, by the Mound City Press Club, City of St. Louis, State of Missouri."

The citation was signed by Howard B. Woods, club president and city editor of the St. Louis Argus, and Otis N. Thompson, club secretary and assistant city editor of the St. Louis Argus. The presentation was made at the club's Third Annual Awards Banquet. Sydney H. Eiges, NBC Vice President for Press and Publicity, accepted the plaque for NBC.

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NBC-New York, 1/18/54

FOUR-FIFTY-THREE (100-100000-100)

A citation of merit was made by the National Board of Directors
and the "Constitutional and Consistent" program, including
"Integration without Identification" policy, was presented to the
board, Jan. 10, by the Board of Directors of the National Board
of Directors. The citation reads: "Presented to National Board of Directors
any recognition of consistent and consistent program
and the "Integration without Identification" policy, board
action of policy and behavior, a substantial force in building
their program. Presented this 10th day of January, 1955, by the
Board of Directors, City of St. Louis, State of Missouri."
The citation was signed by Howard B. Wood, chief executive
and editor of the St. Louis Mirror, and Miss M. Thompson, vice
president and assistant city editor of the St. Louis Mirror, and
was presented to the Board of Directors of the National Board of Directors.
The citation was made at the 10th Annual American Board
of Directors, and Vice President for Peace and Education, presented
change for 1955.

NBC

TRADE NEWS

'TODAY' PROGRAM SETTING GETTING A FACE-LIFTING; STREET-LEVEL SITE IS ONE OF NEW YORK'S 'WINDOW-STOPPING' ATTRACTIONS

The TODAY setting in the RCA Exhibition Hall on West 49th Street, New York -- one of the best known "window-stopping" locations in the Radio City area -- is undergoing a face-lifting.

The spot where thousands have stopped and peered at the NBC-TV Monday-through-Friday news and special events show (7-9 a.m., EST and CST) the last two years is being updated to provide more flexible programming procedures.

Feature of the new arrangement, scheduled for completion on Jan. 25, is an "electronic front page" -- a large billboard designed in newspaper format, complete with a "Today" masthead and containing a 27-inch screen television monitor, analogous to an "above-the-fold" newspaper photograph. This monitor -- frequently used as an on-the-air effect -- will screen "Today" news features, remote pickups and other special material from time to time.

The floor area, or camera runway, has been extended to roof over one-third of a ramp which descends to a lower level containing the "Today" control room. This channel-like ramp runs the length of the set and separates it from the large windows fronting on the street.

(more)

2 - 'Today'

Roofing one end of it will enable the "Today" cameras to "dolly" back and forth from the set proper to the window and will facilitate a 360-degree horizontal "pan."

The large blackboard weather map is being moved to a more central location, and the space it vacates will be used as a more elaborate and comfortable area for interviewing guests of the program. James Fidler, however, will be heard as usual, reporting from the U.S. Weather Bureau in Washington, D.C.

Business -- supervised by "Today" major domo Dave Garroway -- is going on as usual during these alterations.

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NBC-New York, 1/19/54

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'HOWDY' AND PALS SWELL MARCH OF DIME COFFERS
AS THEY ADD A WEEK TO THEIR HOLLYWOOD STAY

HOWDY DOODY, encouraged to go West for two weeks, has extended his visit to California for a third -- and the success of the Doody Dime Day Carnival which was held at NBC-TV's Burbank Studios Saturday, Jan. 16 is an indication why.

More than 7,500 of Howdy's local fans attended the four-hour carnival and contributed thousands of dollars to the March of Dimes. An hour-and-a-half of the show was telecast over KNBH, NBC's local TV station.

Among the personalities who turned out to help Howdy and his "live" co-stars, Buffalo Bob Smith and Clarabell the clown, were Spike Jones, Pinky Lee, Johnny Dugan, Harpo Marx, Jimmy Durante, Tex Williams, Barbara Britton, and Joanne Gilbert.

The first show of Howdy's West Coast visit was on Monday, Jan. 11. The series will originate there through Friday, Jan. 29, resuming from New York Monday, Feb. 1. It is heard daily on the NBC-TV network (Monday through Friday, 5:30 to 6 p.m., EST).

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WADE ARNOLD TO ADDRESS CHICAGO HEART ASSOCIATION

Wade Arnold, NBC producer, will deliver the principal address at the annual luncheon of the Chicago Heart Association at the Hotel Morrison in Chicago on Jan. 28. His subject will be "Only One to a Customer," which was the title of the radio script which last year won him the American Heart Association's first annual Howard W. Blakeslee Award of \$1,000 for outstanding scientific reporting in the field of heart and blood vessel diseases.

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TOWN OF 'TRUTH OR CONSEQUENCES' PREPARES FOR FESTIVAL

Ed Bailey, producer of NBC Radio's TRUTH OR CONSEQUENCES, which originates in Hollywood, is visiting the town of Truth or Consequences, N.M., to confer with municipal officials on a special program to be broadcast from there on Thursday, April 1 (9 p.m., EST). The coast-to-coast broadcast will open a three-day gala observance, featuring a rodeo and fiesta, all of which have been part of the annual celebration since the town's name was changed to "Truth or Consequences" in 1950.

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RICHARD G. PEDICINI JOINS 'LAST MAN OUT' UNIT

Richard George Pedicini will leave NBC to accept a full-time assignment writing the "Last Man Out" radio series for producer Richard English. Pedicini has been on the NBC Hollywood staff as a writer for the past 18 months and has been working on the "Last Man Out" scripts for NBC among his other duties.

"Last Man Out" was created by English to underscore the terrors of Communism and point out avenues of escape to party members -- those who would like to "cross over" but live in fear of the consequences. The series is broadcast Sundays at 10 p.m., EST.

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WHO'S WHO IN THE CAST OF 'KING RICHARD II'

- - -

'Hallmark Hall of Fame,' NBC-TV, Sunday, Jan. 24, 4-6 p.m., EST

MAURICE EVANS (King Richard II): Evans made his acting debut in this country in 1935 as Romeo in Katharine Cornell's production of "Romeo and Juliet." He added to his reputation with his acute portrayal of the neurotic Dauphin in Miss Cornell's memorable "St. Joan." In his native England, Evans had appeared with the famed Old Vic company in classics by Shakespeare and Shaw. His outstanding Broadway performances have included Napoleon in "St. Helena"; his superb "King Richard II," which made him a star on Broadway; the first full-length (4-hour) "Hamlet" ever to be seen there; Falstaff in "Henry IV, Part I"; Malvolio in "Twelfth Night," opposite Helen Hayes; "Macbeth," with Judith Anderson; "Man and Superman," which became the longest-run Shaw play in American theatrical history, and "The Browning Version." Evans, an American citizen, attained the rank of major in the U.S. Army during World War II, serving in the Pacific as head of an entertainment section that produced shows for troops in combat zones. One of these, the so-called "GI Hamlet," starring Evans, reached Broadway with great success after the war. Evans has been active in furthering the growth and prestige of the New York City Center Theatre Company, was its artistic supervisor for two seasons and appeared in notable revivals of "King Richard II," "The Devil's Disciple" and "The Wild Duck." He is the undisputed king of Broadway's 45th Street, where he stars nightly at one theatre in a suspense thriller, the long-run "hit," "Dial 'M' For Murder"; sees his name in lights across the street as co-star, with Robert Morley, of the musical film, "Gilbert and Sullivan," and is producer of the smash success down the street, "Tea House of the August Moon." Evans also appeared with Ethel Barrymore in films, "Kind Lady" and in "Androcles and the Lion." Last April, Evans faced TV cameras for the first time in his widely praised production of "Hamlet" on NBC-TV.

* * *

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SARAH CHURCHILL (The Queen): Miss Churchill, regular hostess-narrator and occasional star of "Hallmark Hall of Fame" each Sunday in its hour-long version, appears again with Evans, since she was Ophelia in his TV "Hamlet." After training as a dancer, she decided on a theatrical career and made her debut in a London musical revue, with the approval of her father, Winston Churchill. She did two years of repertory in the provinces, followed by a tour in a leading role of "Gaslight," which eventually returned her to London and appearances in about 30 different parts, which ran the gamut from "Charley's Aunt" to "Romeo and Juliet." She had a main role in "Outward Bound" when the "blitz" summarily ended the run. Miss Churchill was a section officer in the WAAF for four years during World War II. When it ended, she went to Italy to star in two films and then made a successful return to the London stage in "The Barretts of Wimpole Street." She came to the United States for a personal appearance tour in behalf of a J. Arthur Rank film in which she had the lead, and was soon signed by The Theatre Guild to tour the country in "The Philadelphia Story." MGM next called for her services in the Fred Astaire movie, "Royal Wedding." Broadway audiences saw her as star of the comedy, "Gramercy Ghost." Following "King Richard II," she will return to Hollywood, where her series, "Hallmark Hall of Fame," ordinarily originates.

* * *

KENT SMITH (Bolingbroke): Smith is re-creating the role he performed so expertly in Evans' revival of the play at the New York City Center of Music and Drama in 1951. He got his start in the theatre as a member of the University Players, his colleagues being such later stars as Margaret Sullavan, Henry Fonda and James Stewart. His first New York part was in "Men Must Fight," which made him one of showbusiness' most "in demand" young leading men. He gave vivid performances in "Dodsworth," with Walter Huston; "Saint Joan," "Candida," "The Wingless Victory" and "Antony and Cleopatra," all with Katharine Cornell; "An International Incident," with Ethel Barrymore, "A Doll's House" with Ruth Gordon, "The Wisteria Trees" with Helen Hayes, "Old Acquaintance" with Jane Cowl and Peggy Wood, John Steinbeck's "Burning Bright" and Lillian Hellman's "The Autumn Garden." Recently he was prominent in Jose Ferrer's revival of "Charley's Aunt." Smith has acted often on TV, as well as before Hollywood's cameras, opposite such film stars as Joan Crawford, Maureen O'Hara and Ann Sheridan.

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FREDERIC WORLOCK (John of Gaunt): Worlock first appeared on stage with Sir Frank Benson's Shakespearean Company in 1905. Today, his credits occupy more than a full page in "Who's Who in the Theatre." He was in both Maurice Evans' 1937 and 1951 productions of "King Richard II." He came to the United States as Elsie Ferguson's leading man and has since appeared with the theatre's great stars in a list of most memorable plays, including: "Sweet Nell of Old Drury" (Laurette Taylor); "She Had To Know" (Grace George); "The Shanghai Gesture" (Florence Reed); "The Truth About Blayds" (Pauline Lord); "Camille" (Lillian Gish); "An Amazing Career" (Ethel Barrymore); "Dodsworth" (Walter Huston); "Tovarich" (Marta Abba); "Medea" (Judith Anderson) and "Anne of the Thousand Days" (Rex Harrison and Lilli Palmer). Among his more than 60 film credits are "Joan of Lorraine," "Madame Curie," "Forever Amber," "A Double Life" and "Johnny Belinda." Many of the major dramatic TV programs have called for his acting services.

* * *

LOUIS HECTOR (Earl of Northumberland): Hector is another alumnus of Evans' last staging of "King Richard II," in the same role he is presently acting. He was also a cast member of Evans' double bill: "The Browning Version" and "A Harlequinade." Since migrating from his native England, Hector has appeared in over 30 plays, including "Dear Ruth," "Strange Bedfellows," "Antony and Cleopatra," Shaw's "Arms and the Man," "Candida" and his "Simpleton of the Unexpected Isles," "Mr. Pickwick," "The Country Wife" and Capek's "R.U.R." He early attracted Broadway attention in Jane Cowl's production of Sherwood's "The Road to Rome." Network radio and TV shows occupy a considerable portion of his working time.

* * *

BRUCE GORDON (Thomas Mowbray): Gordon was Mowbray in Evans' 1951 "King Richard II" and also supported the noted Shakespearean interpreter in his GI version of "Hamlet." He was seen with Edna Best in Shaw's "Captain Brassbound's Conversion"; with Judith Anderson in "Medea," both on tour and in Germany during the Berlin Arts Festival in 1951; with Katharine Cornell in "Antony and Cleopatra," and succeeded Kent Smith opposite Helen Hayes in "The Wisteria Trees." He acted for many months in the original production of "Arsenic and Old Lace" and was more recently seen on Broadway in "Pink Elephant" and "Legend of Lovers." He is one of video's busiest TV actors.

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RICHARD PURDY (Duke of York): Ohio-born Purdy displays his histrionic versatility by appearing nightly in Cole Porter's current Broadway musical, "Can-Can." His previous Broadway plays have been "Crime and Punishment," with Lillian Gish; Evans' "Hamlet," "Peer Gynt" with John Garfield, "Fancy Meeting You Again," and the all-star revival of Shaw's "Misalliance." He has made many TV appearances.

* * *

WHITFORD KANE (The Gardener): Kane, who has been trouping for over 40 years, came here from his native Ireland to star with the Belfast Players in "The Drone" in 1912. He was the First Grave Digger in both the Barrymore and Evans' versions of "Hamlet," acted with Evans in "St. Helena," and was also Evans' gardener in the last revival of "King Richard II." He was prominent in the casts of "The Man Who Killed Lincoln," "Yellow Jack," "Parnell," "Shoemaker's Holiday," "The First Legion," "The Moon Is Down" and "The Doctor's Dilemma." Galsworthy, St. John Ervine and Victor Wolfson have written plays especially for him. Summer months have found the busy actor teaching at the Universities of Michigan and Washington. He is a frequent guest artist at the Ann Arbor (Mich.) Drama Festival annually. His book of memoirs, "Are We All Met?" has proved perennially popular with actors, both veteran and neophyte.

* * *

RALPH CLANTON (Bishop of Carlisle): Clanton, a Californian, was onstage with Evans in "Macbeth." George Coulouris' "Richard II," "Othello," Ferrer's "Cyrano de Bergerac," "The Taming of the Shrew" and Katharine Cornell's "Antony and Cleopatra" have all employed him on Broadway. Clanton trained for the stage at the Pasadena Playhouse and made his Broadway bow in "Victory Belles."

* * *

MORTON DA COSTA (Aumerle): Da Costa is a director as well as an actor, and guided the City Center's revivals of "Captain Brassbound's Conversion," "Dream Girl" and "The Wild Duck," starring Evans. "The Grey-Eyed People" was his last Broadway directorial effort. As an actor, he has been seen on Broadway with Evans' in "Hamlet" and "Man and Superman," and with Talullah Bankhead in "The Skin of Our Teeth."

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JONATHAN HARRIS (Exton): Harris has been seen in such Broadway hits as "Hazel Flagg" with Helen Gallagher; "The Grass Harp" with Mildred Natwick; and "The Madwoman of Chaillot" with Martita Hunt. His current Paramount picture is "Botany Bay" with Alan Ladd. He is much in demand for TV roles.

* * *

NORMAN BARRS (Green): After graduation from Cambridge University in England, Barrs appeared with England's leading repertory companies, and the famed Gate Theatre in Dublin. Broadway saw him with Fredric March in "Now I Lay Me Down to Sleep" and in "John Bull's Other Island," "The Old Lady Says No!" "Where Stars Walk" and "The King of Friday's Men." He has acted on American, British and Canadian network radio programs, and his many TV jobs have included appearances with Evans in his celebrated "Hamlet" as the Player Villain, with Sir Ralph Richardson in "A Christmas Carol" and on the "Robert Montgomery Presents" series.

* * *

TERENCE KILBURN (Henry Percy): Kilburn, a native of London, was a child actor in films in "Goodbye, Mr. Chips," "Swiss Family Robinson" and "A Christmas Carol." He was Olivia de Havilland's Marchbanks in her "Candida," was Charley in Jose Ferrer's "Charley's Aunt" and was last seen on Broadway with Basil Rathbone in "Sherlock Holmes." He attended U.C.L.A. in California and, after graduation, was a founding member of two of Los Angeles' successful arena theatres: the Circle Theatre and the Players' Ring Theatre.

* * *

PORTER VAN ZANDT (Salisbury): Van Zandt made his New York bow in Evans' "Richard II," after having toured with the star in "The Devil's Disciple." He is now stage manager and a cast member of Evans' Broadway hit, "Dial 'M' For Murder."

* * *

JOSEPH DOOLEY (2nd Gardener): Dooley had the same part in Evans' 1951 "Richard II." Uta Hagen employed him in her revival of "St. Joan." Theatregoers saw him earlier this season on Broadway in "The Strong Are Lonely."

* * *

LOUIS EDMONDS (Bagot): Edmonds was prominently cast in Shaw's "Getting Married," starring Sir Cedric Hardwicke. He had a lengthy road tour with Edward G. Robinson in "Darkness at Noon" and was prominently cast in "The Cocktail Party," with Dennis King. He is a steady TV performer.

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TOM SAND (Page): Was with Maurice Evans in both his GI and TV versions of "Richard II," as well as in "The Browning Version," "A Harlequinade" and "Man and Superman." He was both actor and stage manager for Uta Hagen's "St. Joan," and also doubled in brass for last season's Broadway revival and tour of "The Male Animal." Evans' "Tea House of the August Moon" likewise uses his stage management abilities.

* * *

KENNETH RAYMOND (Page): Is also an alumnus of Evans' TV "Hamlet." Selected by Helen Hayes for a Barter Theatre Award, he was later in the Michael Redgrave-Flora Robson "Macbeth," made national tours with Monty Woolley in "The Man Who Came to Dinner" and with Mady Christians in "I Remember Mama," and was a resident juvenile at Elitch's Gardens in Denver.

* * *

GEORGE SCHAEFER (Director): Staged Major Evans' "GI Hamlet" in the Pacific, as a soldier, later re-creating the production for Evans to great success on Broadway, when both were civilians again, for which he won the accolade of "Best Director of the Year." He subsequently directed Evans in his great Shaw hit, "Man and Superman." For two seasons, he was executive producer of the New York City Center, directing "The Heiress" and "Idiot's Delight." As artistic director of the same organization during the 1951-52 season, he was responsible for a brilliant series of revivals, including "King Richard II." He is associate producer with Evans of "Tea House of the August Moon." For the past two Summers, he has staged all the musicals of the Dallas, Tex., season. Schaefer was supervisor of production for Evans' TV debut as Hamlet.

* * *

ALBERT McCLEERY (NBC Executive Producer and Director): McCleery holds this position regularly on the "Hallmark Hall of Fame" program and performed similar duties with Evans' advent into TV in "Hamlet." He is credited with innovating the "arena style" of staging on TV via his famous "Cameo Theatre" productions. While still an undergraduate at Northwestern University, he organized the Midwest's first "theatre-in-the-round" in Evanston, Ill. In 1933, under Grant Wood's sponsorship, he founded another in Cedar Rapids, Iowa. In 1939, he built one for Fordham University. Later he was signed by Columbia Pictures as a writer. During World War II, he was a paratrooper with the rank of lieutenant colonel. At war's end, McCleery headed the American University Theatre in Biarritz, France, returned to New York and Fordham and built up that institution's university theatre to top rank. He joined NBC in 1949, directed TV's first arena-style production, "Romeo and Juliet," and has been with the network ever since.

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EMMETT ROGERS (Associate Producer): Is also associate producer of Evans' "Dial 'M' for Murder." Before entering the production phase of the theatre, Rogers was a busy young actor in such fare as "Her Man of Wax," "Growing Pains," "Alice Takat," "Strip Girl," "King Richard II," "Henry IV, Part I," "Hamlet," "Papa Is All," and "Idiot's Delight."

* * *

MILDRED FREED ALBERG (Associate Producer): Was co-adaptor, with Tom Sand, of Evans' TV version of "Hamlet" last April. Born in Montreal, Mrs. Alberg has been a professional writer for 14 years, with by-line stories in the Saturday Evening Post, plus considerable children's fiction to her credit. She produced documentary films and radio shows.

* * *

PAUL DAVIS (Production Assistant; also a Guard in the cast): was associated with Evans in "The Devil's Disciple" and his TV "Hamlet." He was director of "The Eddie Albert TV Show" in Hollywood. As an actor, he was seen on Broadway in "Kiss and Tell" and "Three's a Family." He has appeared in numerous TV shows on both coasts.

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NBC-New York, 1/19/54

January 20, 1954

'STAR VALUE PARADE,' YEAR-'ROUND PROMOTION PLAN IN NATION'S
LEADING FOOD STORES WITH AID OF TOP ENTERTAINERS,
IS ANNOUNCED FOR NBC-TV ADVERTISERS

NBC-TV's "Star Value Parade," expected to be the greatest media merchandising promotion in history, was announced today by Fred N. Dodge, NBC director of merchandising.

Under the plan, as detailed by Dodge and Murray Heilweil, manager of merchandising, a gala parade of the brightest stars in television will go to work for NBC-TV's advertisers in a continuous, year-'round promotion in 20,000 of the country's leading food stores.

"For the first time," Dodge said, "a national television network will make it possible for stores and participating advertisers to capitalize on the popularity of an entire lineup of stars to build traffic, sales and profits."

"Star Value Parade" will break coast-to-coast in a few weeks, and will be available to all advertisers on NBC-TV having products distributed through food outlets. It will provide them with a continuous, coordinated series of feature displays in 5,000 food stores every 13 weeks.

Such NBC-TV stars as Bob Hope, Jimmy Durante, Dave Garroway, Wally Cox, Roy Rogers, Kate Smith, Sid Caesar, Imogene Coca and others

(more)

2 - 'Star Value Parade'

will be pictured on hundreds of thousands of pieces of point-of-sale material to be distributed during the promotion in cooperating stores.

Here are some of the outstanding features of "Star Value Parade":

For the NBC-TV client, it offers features and displays in 20,000 stores during the year, with the client paying only a proportionate share of the cost of the point-of-sale material. It helps the client tie his product more closely to his star and to capitalize on the star's popularity at the point of sale.

For the participating chain and food stores, "Star Value Parade" makes available for the first time the opportunity for a merchandising tie-in with a whole line-up of top TV stars.

For NBC-TV affiliates, it offers the opportunity to establish close liaison with retail food outlets and district sales offices of NBC clients.

Because the promotion is divided into four separate 13-week campaigns, each chain or group of independent stores is offered exclusivity on the promotion in its city or region during one 13-week cycle.

Any manufacturer of food or other grocery products may participate in "Star Value Parade" as long as that manufacturer is an NBC-TV advertiser while the promotion is under way.

Under the direction of Gordon Lane, NBC merchandising promotion manager, complete merchandising point-of-sale kits will be made available to participating stores, including window banners,

(more)

3 - 'Star Value Parade'

over-the-wire hangers, shelf talkers, end displays, ad mats and suggested commercials.

"Star Value Parade" will be coordinated on local and regional levels by NBC-TV affiliates and NBC merchandising supervisors across the country. In addition, it will be promoted extensively by NBC through network chimes breaks and a trade advertising campaign.

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NBC-New York, 1/20/54

with the agency, their release, and display, as well as
other information.

"The 'New World' will be dominated by the
and the by the TV network and the remaining
to the country. In addition, it will be provided
through the use of a large advertising campaign.

SECRET

SECRET

3 'MOST LISTENED TO' MULTI-WEEKLY NIGHTTIME RADIO
SHOWS ARE ON NBC, ACCORDING TO LATEST NIELSEN

The three "most listened to" multi-weekly nighttime programs are on the NBC Radio network, according to the latest Nielsen Index.

The survey, which lists ONE MAN'S FAMILY and Morgan Beatty's NEWS OF THE WORLD in first and second places, respectively, shows the FIBBER MCGEE AND MOLLY show not only in third position but enjoying an increase of 135,000 radio homes over the previous report.

The "Fibber McGee and Molly" series in the NBC Three Plan is one of the first major nighttime weekly shows to be converted into a five-nights-a-week strip. It now has a Monday-through-Friday (10-10:15 p.m., EST) audience of 1,925,000 radio homes.

The survey shows "One Man's Family" with 2,641,000 radio homes and "News of the World" with 2,462,000 homes turned in. "One Man's Family" is heard Monday through Friday (7:45-8 p.m., EST) and "News of the World" (7:30-7:45 p.m., EST).

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MRS. COLE TO TALK ON 'EDUCATIONAL VALUE OF RADIO AND TV'

Mrs. Kathryn S. Cole, NBC's manager of information, will address the Dobbs Ferry (N.Y.) Women's Club at 8 p.m. Thursday, Jan. 21. Her topic will be "The Educational Value of Radio and Television."

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NBC-New York, 1/20/54

'ROY ROGERS SHOW' TO VARY LOCALE OF WESTERN ADVENTURES;
DODGE DIVISION OF CHRYSLER CORP. TO SPONSOR SERIES

FOR RELEASE FRIDAY A.M., JAN. 22

THE ROY ROGERS SHOW (NBC Radio, Thursdays, 8 p.m., EST), starring the King of the Cowboys and his wife, Dale Evans, will be sponsored by the Dodge Division of the Chrysler Corporation beginning Thursday, Jan. 28, for a period of 52 weeks.

The new series will have a variation in format. A dramatic adventure program, it will be set each week in a different locale -- in Mexico, in Texas or other Western settings. In each instance, the background will be highlighted by special music. In previous Roy Rogers programs, a mythical Western setting, Paradise Valley, has been the locale of each adventure. The basic theme of the new series, however, will remain true to the Roy Rogers code of combatting evil forces and restoring justice in the West.

A network of 201 radio stations will carry the series. Grant Advertising, Inc. is the agency for the Dodge Division of the Chrysler Corporation.

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NBC-New York, 1/20/51

ROY ROGERS SHOW TO VARY LOCALS OF WESTERN ADVENTURES;
DODGE DIVISION OF CHRYSLER CORP. TO SPONSOR SERIES

RELEASE FRIDAY A.M., JAN. 25

THE ROY ROGERS SHOW (ABC Radio, Thursdays, 8 p.m. EST).

King of the Cowboys and his wife, Dale Evans, will be
sponsored by the Dodge Division of the Chrysler Corporation beginning
Jan. 26 for a period of 26 weeks.

The new series will have a variation in format. A dramatic
feature program, it will be set each week in a different locale --
Texas or other Western settings. In each instance, the
round will be highlighted by special music. In previous Roy
programs, a mythical Western setting, Paradise Valley, has been
locale of each adventure. The basic theme of the new series, how-
ever, will remain true to the Roy Rogers code of combating evil
and restoring justice in the West.

A network of 201 radio stations will carry the series.
Advertising, Inc. is the agency for the Dodge Division of the
Chrysler Corporation.

'PINKY LEE SHOW' EXPANDED--TAKES HALF-HOUR PERIOD

As a result of enthusiastic public response, THE PINKY LEE SHOW, which has been seen on NBC-TV weekdays from 5:15-5:30 p.m., EST, will be expanded to take the 5-5:30 p.m., EST period on the network, effective Monday, Jan. 25.

Starring the versatile comic, Pinky Lee, the show was introduced on NBC-TV Jan. 4 and took just a few weeks to win favor with televiewers. The basic format will remain the same. Pinky will sing, dance, clown and appear in sketches, assisted by pretty Betty Jane Howarth. Jimmy Brown is on hand to set up audience-participation games. The show originates from Hollywood's El Capitan Theatre.

"The Pinky Lee Show" is produced by Lee Wainer and written by Barbara Hammer and Frank Goldberg.

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DENNIS DAY, APPOINTED 'AMERICA'S HEART AMBASSADOR'
BY GENERAL CLARK, PLANS TOUR FOR 1954 HEART FUND

FOR RELEASE FRIDAY, A.M., JAN. 22

Dennis Day, star of the RCA VICTOR SHOW (NBC-TV, Mondays, 9 p.m., EST) today was appointed "America's Heart Ambassador" for the 1954 Heart Fund by Gen. Mark W. Clark, national campaign chairman of the 1954 Heart Fund.

The singing comedian will visit major cities early in February in his role as Heart Ambassador, including New York, Philadelphia, Cincinnati, Cleveland and Los Angeles, making network and local radio and television appearances. His schedule includes a visit to TODAY Friday, Jan. 29 (NBC-TV, 7-9 a.m., EST and CST) and a campaign kick-off appearance on YOUR SHOW OF SHOWS on Saturday, Jan. 30 (NBC-TV, 9 p.m., EST). General Clark will be a guest on "The RCA Victor Show" on Monday, Feb 1 to welcome officially Day's participation in the Heart Fund as "America's Heart Ambassador."

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NBC-New York, 1/20/54

WENDY DREW IS NEW STAR OF 'YOUNG WIDDER BROWN'

YOUNG WIDDER BROWN, NBC's long-running daytime radio serial, has a new leading lady. She is Wendy Drew, 24-year-old actress of stage and television.

Miss Drew is the second actress to portray the role of the courageous widow since the program started. One of the most popular serial dramas on the NBC Radio Network, it will enter its 18th year Tuesday, June 1. It is heard Monday through Friday, from 4:30 to 4:45 p.m., EST.

"Young Widder Brown" was originated and is produced by Frank and Anne Hummert. Dialogue for the series is written by Elizabeth Todd.

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THEY ARE THE ONLY TWO IN THE WORLD

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NBC'S ROBERT W. McFADYEN TELLS MINNEAPOLIS AD CLUB
BENEFITS OF TV 'MAGAZINE CONCEPT' FOR ADVERTISERS

The "magazine concept," television's new selling pattern pioneered by NBC to make it easier for all advertisers--large and small--to use the media, was outlined to members of the Minneapolis Advertising Club today (Wednesday, Jan. 20) by Robert W. McFadyen, NBC-TV's director of sales development.

"We believe this plan will help the big advertisers use TV more fully and effectively, that it will give the moderate budget manufacturer the opportunity to participate in the highest-rated hits and, above all, that it can put network TV on the small advertiser's media schedule," McFadyen said.

He noted that the magazine concept heads the network advertiser away from single-program sponsorship to the broader use of the entire program schedule.

"Instead of putting all his TV budget into one limited audience show," McFadyen explained, "the advertiser spreads it across the network's varied program fare to achieve greater audience penetration. His advertising is positioned in a high-circulation variety show, in a news program, perhaps in a women's daytime show and in a special event of national interest. His commercials can be rotated according to the market groups he is most interested in reaching, and in the ultimate pattern he can heavy-up when he needs the extra sales push and ease off at other times."

(more)

WILLIAM ROBERT M. HARRIS, JR., PRESIDENT OF THE
NATIONAL ASSOCIATION OF TELEVISION BROADCASTERS

The "national committee" has been set up
to study the problem of the future of the
networks and the public interest. The committee
will report to the FCC in the near future.

The committee is made up of representatives of
the networks, the public interest groups, and
the FCC. It will study the various proposals
for the future of the networks and report
to the FCC in the near future.

He noted that the committee has been set up
to study the various proposals for the future
of the networks and report to the FCC in the
near future.

"Indeed, it is not only the FCC but also the
public interest groups which are concerned
with the future of the networks. The committee
will study the various proposals for the future
of the networks and report to the FCC in the
near future. The committee is made up of
representatives of the networks, the public
interest groups, and the FCC. It will study
the various proposals for the future of the
networks and report to the FCC in the near
future."

2 - McFadyen Speaks

McFadyen cited TODAY, NBC-TV's early morning news and special events program, as television's "springboard for the magazine concept," pointing out that 90 different advertisers participated in the show in 1953, a year in which "Today's" gross time billings exceeded \$5,000,000.

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NBC-New York, 1/20/54

RECEIVED FROM THE NEW YORK OFFICE OF THE
FEDERAL BUREAU OF INVESTIGATION, AS RELAYED BY THE
NEW YORK OFFICE, REPORTING ON THE DELETED
RECORDS IN THE YEAR 1951, IN THE YEAR 1951
THE NEW YORK OFFICE OF THE
FEDERAL BUREAU OF INVESTIGATION, AS RELAYED BY THE
NEW YORK OFFICE, REPORTING ON THE DELETED
RECORDS IN THE YEAR 1951, IN THE YEAR 1951

RECEIVED FROM THE NEW YORK OFFICE OF THE
FEDERAL BUREAU OF INVESTIGATION, AS RELAYED BY THE
NEW YORK OFFICE, REPORTING ON THE DELETED
RECORDS IN THE YEAR 1951, IN THE YEAR 1951

NBC PRESS DEPT.
FILE COPY
DO NOT REMOVE

TRADE NEWS

January 21, 1954

NBC SIGNS WVEC-TV, NORFOLK-TIDEWATER (VA.) UHF OUTLET,
TO NEW TWO-YEAR CONTRACT AS A BASIC STATION FOR NETWORK

The National Broadcasting Company has torn up its old contract with Station WVEC-TV and today signed a new two-year agreement with the Norfolk-Tidewater (Va.) UHF station.

Announcement of the new contract, which makes WVEC-TV a basic station on the NBC-TV network, was made by Harry Bannister, NBC Vice President in charge of Station Relations, and Thomas P. Chisman, President and General Manager of the Peninsula Broadcasting Corporation, which owns WVEC-TV. //

Commenting on the new contract, Bannister said:

"Our new affiliation agreement with Station WVEC-TV is a reaffirmation of our original and fundamental belief in the ability of UHF television to provide a valuable and complete program service to communities where it is established. More than that, it is a tribute to the great job done by Mr. Tom Chisman and his fine staff in quickly building a substantial audience for his station in the Tidewater area of Virginia. The efforts of the WVEC-TV organization in building and promoting UHF have made it possible for NBC to extend its program service to thousands of families in the WVEC-TV viewing area, and that audience is continuing to grow."

Welcoming the new agreement, Chisman said:

(more)

"I think it points up the complete faith of NBC and WVEC-TV in the bright future of UHF television in the Tidewater area. We are just beginning to roll down in Norfolk now, and through this new association with NBC will be able to expand our service to the community based on NBC's outstanding programming and our own vigorous local programs. In this connection, we will have completed by next Summer a new studio in Norfolk which will provide even greater facilities for WVEC-TV to serve the community."

WVEC-TV first became affiliated with NBC-TV on June 17, 1953. It went on the air Sept. 19, 1953, with a complete line-up of top NBC-TV programs.

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NBC-New York, 1/21/54

NBC O & O STATIONS DIVISION

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News

WILLIAM N. DAVIDSON NAMED ASSISTANT GENERAL MANAGER OF NBC-OWNED CLEVELAND STATIONS; WILL DIRECT SALES FOR WTAM, WTAM-FM, WNBK

William N. Davidson, who has been national manager of NBC Radio Spot Sales since August, 1952, has been promoted to assistant general manager and director of radio and television sales for WTAM, WTAM-FM and WNBK, NBC's owned stations in Cleveland. //

Announcement of Davidson's new assignment was made this afternoon by Lloyd E. Yoder, general manager of WTAM, WTAM-FM and WNBK. The appointment is effective immediately.

"We are delighted to have a person of Bill Davidson's experience and talent join our organization as the Number Two man," Yoder said. "Bill is one of the most highly regarded executives in the business. He will make a valuable addition to our staff and we are looking forward to great things from him."

Indicative of the outstanding record in 1953 compiled by Davidson at NBC is the fact that NBC Radio Spot Sales enjoyed its greatest year under his leadership.

A graduate of Colgate University, Davidson entered radio in 1938 when he first went to work for NBC. After two years as a station relations contact, he went to J. Walter Thompson as media buyer,

(more)

before joining the Army in October, 1942. He served three years in the Army, seeing action in the South Pacific as a sergeant.

Returning to civilian life, Davidson was a media buyer for J. Walter Thompson, and Benton and Bowles, and then joined Free & Peters, station representatives, where he established an outstanding record. He returned to NBC in June, 1952, as Eastern sales manager for Radio Spot Sales, and was appointed national manager of Radio Spot Sales two months later.

Davidson is 37. He is married and has three daughters.

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NBC-New York, 1/21/54

in joining the Army in October, 1940. He served three years in

Army, seeing action in the South Pacific as a sergeant.

Returning to civilian life, Carlson was a radio host for

Alfred Thompson, and Benton and Woodman, and then joined the

TV station postmaster, where he remained in civilian

life. He returned to TV in 1954, and worked until 1964.

While on TV, he was elected national manager of radio

since the war's end.

Carlson is 57. He is married and has three children.

END-NEW YORK 1/21/64

NBC BOOKLET, TELLING 'WHY SALES COME IN CURVES,' IS SENT
TO 5,000 ADVERTISING AND AGENCY EXECUTIVES

"Why Sales Come in Curves," a 70-page booklet reporting the effects of television on brand-switching and customer loyalty, is being mailed this week by NBC to more than 5,000 leading advertising and agency executives across the country.

One of the most meticulous pieces of media research ever compiled, the report was prepared by a special research group of the NBC Research and Planning Department. The group was headed by Dr. Thomas Coffin, manager of research, and Jack Landis, supervisor of program research, who worked under the overall supervision of Hugh M. Beville, Jr., director of research and planning.

Highlights of the report are direct and simple. They show:

When customers begin viewing television, they also begin buying the products they see advertised on television.

If they stop viewing TV, they tend to stop buying the goods they no longer see advertised on the medium.

And if they continue viewing, they continue buying the brands they see advertised on television.

In tracing the relation of brand-switching to exposure to television advertising, the study used a probability sample of 5,000 interviews and analyses of individuals' changes in behavior from one survey wave to another 13 weeks later.

A slide presentation of the findings was given in major cities last July and August. The new booklet incorporates the slides, their explanatory text, plus a detailed appendix giving the technical research data. Major points of the report are brought out in 26 pages. For the research people, there is step-by-step description of the technical data covering the study.

BROWN UNIVERSITY USES QUIZ AWARDS TO ESTABLISH
'NBC COLLEGE QUIZ BOWL SCHOLARSHIPS'

As the result of the success achieved by its student representatives on the NBC radio show, COLLEGE QUIZ BOWL, Brown University has established two \$1,000 undergraduate scholarships to be known as the "NBC College Quiz Bowl Scholarships." The university itself hopes to perpetuate them for the recipients' remaining years in college.

The team, comprised of two young men from Brown and two girls from Pembroke, the university's women's college, has won four straight competitions in what has been called "the toughest quiz on the air." Allen Ludden is moderator. Each victory earned a \$500 award, to be used for any campus fund or scholarship.

The Brown-Pembroke team includes Jane Baltzell, Pawtucket, R.I.; Judy Thorsen, Brooklyn, N.Y.; Cal Woodhouse, Little Compton, R.I.; and Tom McCormack, Stamford, Conn. All four are attending the university on scholarships and welcome the opportunity to repay Brown for the help which they have received.

The Brown team began its string of victories by defeating Minnesota, which still holds the record of eight consecutive wins in the quiz. The questions asked by Quizmaster Ludden are designed to test the all-around knowledge of the average liberal arts student. Brown then went on to defeat Michigan, Georgetown and Ohio State.

"College Quiz Bowl" moves from Saturdays at 6:30 p.m., EST, to Sundays at 6 p.m., EST, on Jan. 31.

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THE BROWN-THOMSON CASE
AND THE QUESTION OF THE
NATIONALITY OF THE
BROWN-THOMSON CASE

As the result of the evidence presented by the witness

it is clear that the witness is not a native-born American

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The Brown-Thomson case is not a native-born American

and that the witness is not a native-born American

JAN MURRAY IS EMCEE OF NBC RADIO'S

NEW 'SUNDAY AT HOME' SERIES

Jan Murray, popular radio, TV and night club comedian, will serve as master of ceremonies of NBC Radio's new variety program, SUNDAY AT HOME.

The program, which began on the network Jan. 17, is broadcast Sundays from 8:30-9 p.m., EST.

In addition to Murray, "Sunday at Home" will feature a group of "regulars" and will, from time to time, showcase performers from various towns and cities throughout the country.

George Voutsas directs the program and scripts are by Jack Wilson.

-----O-----

A SALUTE TO 'DAVE AND THE CHICKENS' AND 'TODAY' SHOW

Newsweek magazine, in its Jan. 25 edition, tips its editorial hat to Dave Garroway and NBC-TV's TODAY program.

An article headed "Dave and the Chickens" elaborates on the reasons why the program became one of the largest-grossing productions in television during 1953. The article also details the day-to-day habits of Garroway, who has been on the early-to-bed, early-to-rise schedule in the two years of presenting the early a.m. news and special feature program Mondays through Fridays from 7 to 9 a.m., EST and CST on the NBC-TV network.

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NBC-New York, 1/21/54

THE HISTORY OF THE UNITED STATES
FROM 1776 TO 1876

The history of the United States, from 1776 to 1876, is a story of growth and development. It is a story of the struggle for independence, of the formation of a new government, and of the expansion of the nation's territory. The history of the United States is a story of the triumph of the American spirit.

In addition to the history of the United States, there is also a history of the world. The history of the world is a story of the growth of civilization, of the development of science and technology, and of the expansion of human knowledge. The history of the world is a story of the triumph of the human spirit.

A history of the United States and the world, from 1776 to 1876, is a story of growth and development. It is a story of the struggle for independence, of the formation of a new government, and of the expansion of the nation's territory. The history of the United States is a story of the triumph of the American spirit.

CREDITS FOR 'YOUNG WIDDER BROWN' ON NBC RADIO

PROGRAM: YOUNG WIDDER BROWN

TIME: NBC Radio, Monday through
Friday, 4:30 to 4:45 p.m.,
EST.

FORMAT: Serial drama of a coura-
ous young widow who copes
with perplexing problems
common to the American
scene, and arrives at
inspiring solutions.

STARS: Wendy Drew, Ned Wever,
Ethel Remey, Peggy
Stanley, Cathleen Cordell,
Ronald Long.

PRODUCERS: Frank and Anne Hummert

DIRECTOR: Richard Leonard

ANNOUNCER: George Ansbro

WRITERS: Frank and Anne Hummert

DIALOGUE: Elizabeth Todd

SPONSOR: Sterling Drug Co.

AGENCY: Dancer-Fitzgerald-Sample,
Inc.

ORIGINATION: "Live" from New York

STARTING DATE: Sept. 26, 1938

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NBC

TRADE NEWS

24

January 22, 1954

STATION KUAM, FIRST PRIVATELY-OWNED GUAM STATION,
NOW AN AFFILIATE OF THE NBC RADIO NETWORK

Station KUAM, the first privately-owned commercial broadcasting station to be established in Guam, has become an NBC Radio Network affiliate, it was announced today by Harry Bannister, Vice President in charge of Station Relations for the National Broadcasting Company.

KUAM, operated by Radio Guam, services more than 70,000 civilians and approximately 15,000 U.S. military personnel in Guam. In addition, the station is heard in Saipan and Tinian, bringing a total of more than 80,000 listeners their first programs on a privately-owned radio station.

KUAM is managed by its owner, Harry Engle, and operates on a frequency of 610 kilocycles with a power of 1,000 watts both day and night. The only other broadcasting service in the area is the Armed Forces Network which was established at Guam during World War II.

-----O-----



COLOR TELEVISION NEWS

'HOWDY DOODY' TO SCORE NOTABLE TV 'FIRST' WHEN FIVE
SUCCESSIVE PROGRAMS GO ON AIR IN COMPATIBLE COLOR

HOWDY DOODY, NBC puppet star, will make television history when his program is televised in compatible color for five days, Monday through Friday, Feb. 1 to 5 (NBC-TV, 5:30-6 p.m., EST).

The color series will follow immediately the return of Howdy and his crew from California where the show has been originating since Jan. 11.

The West Coast series, planned for two weeks, was extended to a third in response to the overwhelming interest of the youngsters in Southern California.

The "Howdy Doody" program was one of the first to be color-tested when, under the temporary experimental authorization of the Federal Communications Commission, a color dress rehearsal was put on camera on June 26, 1953. It will become the first in the history of the medium to be televised in color for "across-the-board" (Monday through Friday) successive performances.

The program will originate in NBC's Colonial Theatre, New York, the world's first fully-equipped color studio.

Buffalo Bob Smith, Clarabell the clown and the other notable residents of Doodyville, Howdy's home, will contribute their various talents to assure the success of the colorcasts.

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NBC-New York, 1/22/54



THE FIRST OF THESE IS THE FACT THAT THE
COUNTRY IS A RICH ONE IN NATURAL RESOURCES.

THE SECOND IS THE FACT THAT THE COUNTRY IS A
COUNTRY IN WHICH THE NATURAL RESOURCES ARE
NOT ONLY ABUNDANT BUT ALSO EASILY ACCESSIBLE.

THE THIRD IS THE FACT THAT THE COUNTRY IS A
COUNTRY IN WHICH THE NATURAL RESOURCES ARE
NOT ONLY ABUNDANT BUT ALSO EASILY ACCESSIBLE.

THE FOURTH IS THE FACT THAT THE COUNTRY IS A
COUNTRY IN WHICH THE NATURAL RESOURCES ARE
NOT ONLY ABUNDANT BUT ALSO EASILY ACCESSIBLE.

THE FIFTH IS THE FACT THAT THE COUNTRY IS A
COUNTRY IN WHICH THE NATURAL RESOURCES ARE
NOT ONLY ABUNDANT BUT ALSO EASILY ACCESSIBLE.

THE SIXTH IS THE FACT THAT THE COUNTRY IS A
COUNTRY IN WHICH THE NATURAL RESOURCES ARE
NOT ONLY ABUNDANT BUT ALSO EASILY ACCESSIBLE.

THE SEVENTH IS THE FACT THAT THE COUNTRY IS A
COUNTRY IN WHICH THE NATURAL RESOURCES ARE
NOT ONLY ABUNDANT BUT ALSO EASILY ACCESSIBLE.

THE EIGHTH IS THE FACT THAT THE COUNTRY IS A
COUNTRY IN WHICH THE NATURAL RESOURCES ARE
NOT ONLY ABUNDANT BUT ALSO EASILY ACCESSIBLE.

THE NINTH IS THE FACT THAT THE COUNTRY IS A
COUNTRY IN WHICH THE NATURAL RESOURCES ARE
NOT ONLY ABUNDANT BUT ALSO EASILY ACCESSIBLE.

THE TENTH IS THE FACT THAT THE COUNTRY IS A
COUNTRY IN WHICH THE NATURAL RESOURCES ARE
NOT ONLY ABUNDANT BUT ALSO EASILY ACCESSIBLE.

GAIN OF 609,000 TV SETS INSTALLED IN MONTH
BRINGS TOTAL FOR U.S. TO 26,973,000

More than 609,000 television sets were installed in November, bringing the total number of sets in the country as of Dec. 1 to 26,973,000 according to an estimate release today by Hugh M. Beville, Jr., NBC director of research and planning.

Total TV set installations increased by 6,534,000 from Dec. 1, 1952, to Dec. 1, 1953, Beville said. In addition there was an increase of 5,739,000 sets from Jan. 1 to Dec. 1, 1953, compared with a 4,662,000 increase during the same 11-month period in 1952.

The NBC-TV network as of Dec. 1, 1953, included 137 operating stations, of which 107 were interconnected. This interconnected network serves areas accounting for 26,057,600 sets -- or 96.6 per cent of all sets in the country.

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NBC CORRESPONDENTS TO CONFER ON EXTENDED NEWS
COVERAGE OF EUROPEAN CAPITALS

Plans for extending NBC's news coverage of Europe's four major capitals will be discussed in a series of conferences in Berlin with the network's correspondents in London, Paris, Bonn and Rome, according to William R. McAndrew, manager of NBC's News and Special Events Department.

The correspondents, who reviewed the network's news operations in Europe a year ago during two-day meetings in London, will confer with McAndrew and his staff editors on a special short-wave circuit to be set up next week between New York and Berlin. On the agenda will be: stepped-up coverage of international problems, such as European integration; West European Army and NATO; economic recovery; the containment of Communist movements in France, Italy and Germany.

The correspondents are Romney Wheeler, London; Frank Bourgholtzer, Paris; Jack Begon, Rome; Robert McCormick, Bonn; Gerhardt Stindt, cameraman for NBC in Germany.

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NBC-New York, 1/22/54

'WORLD OF SCIENCE' SEGMENT OF 'COLLECTOR'S ITEM' PRODUCED
ON NBC RADIO IN COOPERATION WITH 'SCIENTIFIC AMERICAN'

The editors of Scientific American are joining with NBC in production of "The World of Science," a segment on the NBC Radio Network's new two-hour-long COLLECTOR'S ITEM program.

The radio segment, like the magazine, will be devoted to dissemination of serious scientific information, serving as a link between the laboratory and the general public. Among the subjects scheduled for the segment are avalanches (what is known about them and what can be done to anticipate them) and astronomers who now "listen" to the stars. E.P. Rosenbaum, of the editorial staff of Scientific American, will be the speaker on most of the weekly sessions.

"Collector's Item," a mammoth "who's who" and "what's what" in the arts and sciences today, is broadcast Sundays from 10:30 a.m. to 12:30 p.m., EST (network except WNBC). Wade Arnold is producer of "The World of Science" segment.

-----O-----

NBC-New York, 1/22/54

NBC

TRADE NEWS

send all

January 25, 1954

REVOLUTIONARY IDEA IN DAYTIME TV PROGRAMMING ANNOUNCED BY NBC
AS SYLVESTER L. WEAVER, JR., REVEALS PLANS FOR "HOME"

- - -

Elaborate Studio to Be Designed Especially for New Show,
With Plans for Use of Color on Regular Basis

A revolutionary daytime television program especially created for the millions of women viewers was announced today by Sylvester L. Weaver, Jr., President of the National Broadcasting Company, in a special closed circuit telecast to NBC-TV affiliates.

Mr. Weaver revealed for the first time the ingredients of the widely heralded program to be called "Home" which, he announced, will be launched Monday, March 1.

The show, adding new scope and magnitude to daytime TV, will be seen Monday through Friday from 11 a.m. to 12 noon EST in the East and Midwest, and eventually will expand to the West Coast.

Joining Mr. Weaver in a detailed description of the new program's makeup were Robert W. Sarnoff, Executive Vice President of NBC; Richard A.R. Pinkham, executive producer of "Home" as well as of NBC-TV's "Today"; Leland Hayward, noted Broadway and Hollywood producer and program consultant to NBC, and Dave Garroway, star of NBC-TV's

The show will be the hub of a dynamic new morning program line-up that was announced by Mr. Weaver. The new line-up, beginning March 1, will consist of the following shows:

10 a.m. EST -- "Ding Dong School."
10:30 a.m. EST -- "One Man's Family."
10:45 a.m. EST -- "Three Steps to Heaven."
11-12 noon -- "Home."
12 noon -- "Bride and Groom."
12:15 p.m. EST -- "Hawkins Falls."
12:30-1 p.m. EST -- "Breakfast in Hollywood."

Hayward, whose Ford Anniversary TV show last Summer was acclaimed by critics throughout the country, expressed the belief that "Home" would become one of the most successful commercial ventures on television. He also described it as "one of the greatest show ideas of all time."

Here are a few outstanding highlights of "Home" as explained by the NBC executives in the closed circuit:

Editorially, it will be a television service magazine, with experts in a variety of fields expanding the horizon of service information to an extent never before approached. Among the features scheduled for regular appearance on "Home" are fashion and beauty, cooking, family problems, child care and training, leisure time activities, shopping news and notes, interiors and gardens, architecture and home economics.

Commercially, it will have a highly flexible sales plan and will introduce a completely new concept of selling television time -- the "charter client plan."

(more)

The above will be the last of a series of reports on the progress of the work on the project of the Committee on the Study of the History of the United States.

It is hoped that the following will be of interest to the members of the Committee.

1. The first report will be on the work of the Committee on the Study of the History of the United States.

2. The second report will be on the work of the Committee on the Study of the History of the United States.

3. The third report will be on the work of the Committee on the Study of the History of the United States.

4. The fourth report will be on the work of the Committee on the Study of the History of the United States.

5. The fifth report will be on the work of the Committee on the Study of the History of the United States.

6. The sixth report will be on the work of the Committee on the Study of the History of the United States.

7. The seventh report will be on the work of the Committee on the Study of the History of the United States.

8. The eighth report will be on the work of the Committee on the Study of the History of the United States.

9. The ninth report will be on the work of the Committee on the Study of the History of the United States.

10. The tenth report will be on the work of the Committee on the Study of the History of the United States.

11. The eleventh report will be on the work of the Committee on the Study of the History of the United States.

12. The twelfth report will be on the work of the Committee on the Study of the History of the United States.

13. The thirteenth report will be on the work of the Committee on the Study of the History of the United States.

14. The fourteenth report will be on the work of the Committee on the Study of the History of the United States.

15. The fifteenth report will be on the work of the Committee on the Study of the History of the United States.

16. The sixteenth report will be on the work of the Committee on the Study of the History of the United States.

17. The seventeenth report will be on the work of the Committee on the Study of the History of the United States.

18. The eighteenth report will be on the work of the Committee on the Study of the History of the United States.

19. The nineteenth report will be on the work of the Committee on the Study of the History of the United States.

20. The twentieth report will be on the work of the Committee on the Study of the History of the United States.

21. The twenty-first report will be on the work of the Committee on the Study of the History of the United States.

22. The twenty-second report will be on the work of the Committee on the Study of the History of the United States.

23. The twenty-third report will be on the work of the Committee on the Study of the History of the United States.

24. The twenty-fourth report will be on the work of the Committee on the Study of the History of the United States.

Mechanically, it will be produced from a \$200,000 permanent set, unlike anything ever before used in television -- a visually exciting machine designed to display and demonstrate the products, materials, processes and procedures related to the American home and home living.

Mr. Weaver pointed out that "Home" will be among the first NBC-TV programs to include color inserts on a regular basis. He noted that while sight and sound and demonstration can add enormously to the usefulness of service information, color -- particularly in fashions and decorating and make-up -- can redouble this impact.

"Home's" new ingenious permanent set, which gives animation to inanimate objects through mechanization, was described by Pinkham, using a scaled model for reference. The revolutionary set, he explained, will make it possible not only to inform but to stimulate the housewife to adopt a procedure demonstrated, or to buy a product advertised on "Home."

The set, now under construction at NBC's West 67th Street studios in New York, will be basically a theatre-in-the-round, measuring 60 feet across and surrounded by a "color value" plastic translucent screen that will allow for rear projection, lighting from top and bottom, from the front or rear, and in color.

The "playing area" of the set will center around inner and outer turn-table, with the outer turn-table large enough to hold an automobile, and the inner table adjustable to a height of five feet. There can be as many as four realistic sets on the outer turn-table, each equipped to show the various rooms of a home.

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Among the other pioneering features of the "Home" set which will provide mechanization, motion and illusion never before possible on TV, are:

The "tumbler," a device which will lift, turn or revolve a refrigerator or any other object up to 300 pounds and less than six feet wide, making it possible to show all sides of any product, big or small.

An aerial camera capable of shooting straight down on the set from 20 feet high, or peering its snout into a pot of simmering soup from a distance of mere inches.

A "spiral pick-up" to raise and turn yard goods, rugs, draperies and other fabrics, with compressed air blowing from beneath to create a dramatic swirling effect.

The "growery," a two-foot thick plot of rich earth for flowers and vegetables.

The "elementery," by which "Home's" producers can re-create the elements. (If a script calls for fashion models to display rain-coats, the "elementery" will provide the rain.)

A workshop for the demonstration of hardware and tools and for testing the tensile strength of fabrics.

A kitchen with full equipment.

An area for the editor-in-chief, complete with monitors for remote pickups.

As explained by Mr. Weaver, "Home" will be a companion piece to the highly successful "Today," with which NBC led the way into major early morning television programming more than two years ago. Like "Today," its sales policy is designed to attract both small and

(more)

large advertisers, with commercial insertions ranging from one-time buys to long-term contracts.

There will be eight one-minute commercials per hour on "Home", plus a maximum of six 20-second product news mentions. Under the show's "charter client plan," any advertiser contracting for a minimum of 52 commercials on "Home" before March 1 will get as a bonus one merchandising day, giving him all the commercial time on that day. In addition, he will be exclusive advertiser in his category in the series.

Client interest in the show already is high, and Mathew J. Culligan, supervisor of both the "Today" and "Home" sales units, reports that two sponsors have already submitted orders for "Home" participations.

In programming, "Home" will range across the news fronts of the woman's world. With the use of mobile units and pickups from various cities, the program will add a fluidity never before experienced in television. It will be dedicated to the proposition that the American housewife is profoundly concerned with improving her home, raising her family and expanding her own perspective, and that news of products, ideas and suggestions in these areas will, therefore, be of compelling interest to her.

Pinkham, 39-year-old executive producer of the show, was circulation manager and a member of the board of directors of the New York Herald Tribune before coming to NBC. He took over the helm of "Today" soon after it went on the air and has directed its growth into one of the outstanding programs on television. Pinkham formerly was advertising director of James McCreery Co., and has extensive advertising agency experience.

(more)

advertisers, with commercial intentions regarding their own-ship

to long-term benefits.

There will be a light one-minute commercial and then on "Home"

a number of its 30-second product news mentions. Under the

"lowest right plan," any advertiser contacting for a minimum

commercial on "Home" before March 1 will get a break on

commercial, giving him all the commercial time on that day.

There, he will be advertising whatever in his category is the

lowest bidder in his class, to begin, and within 10

any advertiser or less the "lowest" and "home" sales order will

that the advertiser has already contacted before the "home"

commercial.

In programming, "home" will have a series of news items at

home's world. With the use of mobile radio and -image from

is added, the program will add a 15-minute news report

in television. It will be included in the commercial break

and commercial is particularly concerned with improving the news,

a new family and expanding her own perspective, and that will

news, home and suggestions in this area will, therefore, be

calling interest to her.

Program, 30-year-old executive producer of the show, has

editor manager and a number of the board of directors of the show

which began before coming to KBC. He took over the show in

"soon after it was on the air and has received the highest

"the outstanding program on television. The show is currently

being directed at James McHenry Co., and has extensive advertising

very extensive.

Jack Rayel, 38, until recently national program manager of NBC Television, will be producer of the program. Rayel is one of a large group of leading figures in broadcasting who had their start as members of the NBC page and guide staff. Rayel joined the network in 1940, left it for several years, and returned four years ago to become supervisor of program procurement.

Richard L. Linkroum, 38, will be associate producer and director of "Home." He has been working in radio and television since 1937 and has directed programs starring Arthur Godfrey, Jack Benny and Alan Young.

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NBC-New York, 1/25/54



COLOR TELEVISION NEWS

FIRST 'ZOO PARADE' TELECAST IN COLOR TO BE PRESENTED
FROM NEW YORK, ON THEME OF 'ANIMAL ADAPTATION'

The first ZOO PARADE telecast using the RCA compatible color system will have "Animal Adaptation" as its theme Sunday, Jan. 31 (NBC-TV, 4:30 p.m., EST).

Marlin Perkins, director of Chicago's Lincoln Park Zoo who conducts "Zoo Parade," will come to New York for this telecast, along with assistant Jim Hurlbut and members of the show's production staff, to present the animal program from NBC's Colonial Theater.

For this occasion animals will be loaned by New York's Bronx Zoo, with the exception of a collection of unusual green tree frogs which Perkins will transport from Chicago.

The Jan. 31 telecast, the first educational show to be telecast in color, will tell a story that cannot be told fully in black and white. "We are of course thinking primarily in terms of a good, well-rounded program," Perkins says, "since the nationwide audience will see the show in black and white TV. However, the theme of the animals adapting themselves to their surroundings gives us opportunity to display a varied group of mammals, birds and reptiles -- a sort of cross-section of the kind of things that will be possible with color as it applies to 'Zoo Parade'."

(more)

Perkins believes that color will strengthen the programs of the "Zoo Parade" series and make them more interesting. "Whole programs," he says, "can be built around the theme of color in the animal kingdom. The whys of animal coloration in the prairie, the desert and the jungle can be demonstrated beautifully."

On the Jan. 31 program Perkins will introduce a white cockatoo, a black crow and a golden pheasant as examples of the color possibilities of bird feathers. "The brilliant white of the cockatoo will offer startling contrast to the bird's yellow bill and dark eyes," he says. "The black crow, when you get the lighting just right on him, shows a beautiful blue-black metallic gloss that reflects like a gun barrel, and the golden pheasant shows flashing reds and yellows."

Reinald Werrenrath Jr. is producer of "Zoo Parade." Don Meier is director.

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NBC-New York, 1/25/54

NBC TELEVISION OPERA THEATRE TO PRESENT 'MARRIAGE OF FIGARO'
IN ENGLISH, COMPLETE IN TWO SECTIONS, ON FEB. 6 AND 13

Mozart's immortal comedy opera, "The Marriage of Figaro," will be the season's fourth production of the NBC Television Opera Theatre. It will be given complete in two sections on Feb. 6 and 13 (NBC-TV, 4-5:30 p.m., EST), in a new English translation of Lorenzo Da Ponte's original libretto in Italian. Edward Eager translated the arias, and he and the NBC Television Opera Department translated the recitatives.

Peter Herman Adler, who will conduct the performances, also is the artistic director, preparing the work. Singers will be Virginia Haskins as Susanna, Ralph Herbert as Figaro, Laurel Hurley as Countess Almaviva, William Shriner as Count Almaviva, and Ann Crowley as Cherubino. Others in the cast will be Ruth Kobart, Emile Renan, Anne Weeks, Robert Holland, John McCollum and Paul Ukena.

Acts one and two will be telecast on Feb. 6, and acts three and four on Feb. 13. While not one note of the Mozart score will be touched, two short scenes will be added. These scenes were in the original play by Beaumarchais, on which Da Ponte based his libretto. But at that time they were considered too revolutionary and were excluded from the opera. In fact, Da Ponte had to get the emperor's permission to do the libretto in the first place, since the play had been banned in Paris and Vienna. The scenes are musically set in dry

(more)

recitatives written by Mahler for the Vienna Opera and performed there for many years. In Paris, the recitatives are given as spoken dialogue.

Kirk Browning is director for television, with John Bloch as assistant director. The producer is Samuel Chotzinoff, and Charles Polacheck is associate producer.

Associate conductor is Leo Mueller, and musical assistant is Leonard Kastle. The production is being designed by William Molyneux and the costumes by John Boxer.

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NBC-New York, 1/25/54

NBC TRADE NEWS

'VOICE OF FIRESTONE' TV RATING REACHES ALL-TIME HIGH

NBC-TV's VOICE OF FIRESTONE soared to its all-time rating high on its 25th anniversary telecast Monday, Nov. 30. Nielsen rating for the popular musical show that night was a solid 25.8. In addition, the Nielsen figures show the program was seen in 6,481,000 homes across the country.

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NBC-New York, 1/25/54

NBC RADIO CREDITS

CREDITS FOR NBC RADIO'S 'ROY ROGERS SHOW'

PROGRAM: THE ROY ROGERS SHOW

TIME: NBC Radio, Thursdays,
8 p.m., EST.

STARS: Roy Rogers and Dale Evans

FORMAT: Western adventure series
with varying locales for
each episode. Special
Western music for each
program.

EXECUTIVE PRODUCER: Arthur Rush

DIRECTOR: Ralph Rose

WRITERS: Ralph Rose and Stanley Adams

MUSIC DIRECTOR: Frank Worth (directs the
Mello Men, a 14-voice
choral group)

ANNOUNCER: Lou Crosby

SPONSOR: The Dodge Division of the
Chrysler Corporation

AGENCY: Grant Advertising, Inc.

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NBC-New York, 1/25/54



SPOT SALES

News

WALWORTH NAMED SALES MANAGER OF WNBK,
NBC'S OWNED TV STATION IN CLEVELAND

OK

Appointment of Theodore H. Walworth, Jr., as television sales manager of WNBK, NBC's Owned and Operated television station in Cleveland, was announced today by William N. Davidson, assistant general manager and sales director of the station. ~~The appointment becomes effective immediately.~~

Walworth was formerly a sales executive of NBC Spot Sales in New York. Davidson said: "His experience as a television sales executive and his successful selling record made him the outstanding candidate for the position he has assumed."

Walworth has been with NBC Spot Sales since 1952 and is widely known in New York advertising agency circles. Before he joined NBC he was with the Edward Petry Company for two years, and prior to that was with the sales department of the American Broadcasting Company for five years.

Walworth attended Nichols College, Dudley, Mass. During World War II he served in the medical department of the U.S. Army in the European Theater of Operations.

He was born in Greenwich, Conn., on July 19, 1924. He is married and has two children: Wendy, three years old, and Ted Walworth III, three and a half months old.

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NBC-New York, 1/25/54



SPOT SALES

News

(Handwritten initials)

DIETRICH PROMOTED TO NATIONAL RADIO MANAGER, NBC SPOT SALES

George Dietrich has been named national radio manager of NBC Spot Sales, replacing William N. Davidson, who last week was appointed assistant general manager and sales director of WTAM, NBC's Owned and Operated television station in Cleveland. //

Announcement of Dietrich's promotion was made today by Thomas B. McFadden, national director of NBC Spot Sales. The appointment becomes effective immediately.

"Dietrich has been eminently successful as Eastern radio sales manager of NBC Spot Sales, and we feel certain he will lead the NBC Radio Spot Sales to new heights of achievement," McFadden said.

Dietrich became Eastern radio manager in February, 1953. He joined NBC Spot Sales in December, 1950, as an account executive. Previously, he was general manager in charge of sales for Radiotime, Inc., a national radio and television program publication. He had formerly been with the Eastern sales division of Talon, Inc., for eight years. His experience also includes four years with the sales staff of the Bakelite Company.

During World War II, Dietrich served with the U.S. Army Field Artillery in the European Theater of Operations. He is married and lives in East Orange, N.J.

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NBC-New York, 1/25/54

NBC

TRADE NEWS

January 26, 1954

'TODAY' SALES MOUNT AS MORE ORDERS, RENEWAL
AND EXTENSION ARE ANNOUNCED

Four more new orders, a renewal and an extension are announced today for NBC-TV's TODAY program as sales continue to mount impressively for the network's pioneering and popular early morning news and special events show.

With the new business helping to boost "Today" into the position of being more than half sold out for the first quarter of 1954, the show is running well ahead of its record of last year when its gross time billings reached a peak of more than \$5,000,000.

The new orders announced today are from:

International Minerals & Chemical Corp., Amino Products Division, of Chicago, which ordered 26 participations from Jan. 4-March 19 for its product, Ac'cent. The order was placed through Batten, Barton, Durstine & Osborn Inc., Chicago office.

Polaroid Corporation of Cambridge, Mass., manufacturer of the Polaroid Land Camera, which ordered 60 participations from Jan. 21-Dec. 20. This order was placed through the New York Office of BBD&O.

Magic Chef, Inc., of St. Louis, maker of gas and electric ranges, which ordered 12 participations from March 22-June 7, through Krupnick & Associates, Inc., of St. Louis.

(more)

2 - 'Today'

Jacques Kreisler Manufacturing Corp., of North Bergen, N.J., which ordered 11 participations from March 30-June 8, through Foote, Cone & Belding.

The contract extension was from M & R Dietetic Laboratories, Inc., Food Products Division, of Columbus, Ohio, maker of Pream, which ordered an additional 79 participations through July 2. Benton & Bowles, Inc., is the agency.

The contract renewal was from Wander Company, of Chicago, maker of Ovaltine, which revised its contract to call for 51 participations through April 30.

"Today" stars Dave Garroway and is seen Monday through Friday from 7-9 a.m., EST and CST.

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NBC-New York, 1/26/54

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COLOR TELEVISION NEWS

FIRST COLOR TELECAST OF A NEWS PROGRAM TO MARK
SIXTH BIRTHDAY OF 'CAMEL NEWS CARAVAN'

- - -

Fashion Segment and Documentary Among Color
Highlights for Anniversary Show

The sixth birthday of NBC-TV's CAMEL NEWS CARAVAN will be marked by a special telecast in RCA compatible color Tuesday, Feb. 16, (7:45-8 p.m., EST), Frank McCall, the series' producer, announced today. This will be the first newscast to be presented in compatible color.

A fashion segment and a short documentary will be among the color highlights. The program will be seen on the nation's sets in high quality black and white.

Rated highest among all multi-weekly newscasts on television, "News Caravan" is carried by 81 TV stations throughout the country and is watched by an estimated 13,000,000 persons per broadcast. John Cameron Swayze has achieved national prominence during his five years as emcee of the program, during which time the station lineup for the series grew from 10 to 81.

"News Caravan," which started as "Camel Newsreel Theatre" six years ago, has won more honors than any other TV news program on the air. The program went coast-to-coast for the first time on June 30, 1952, and made notable innovations in its coverage of world news developments on film.

(more)

The Camel Newsliner, a plane first chartered to fly films of the Presidential campaign coverage, is now employed to rush the picture stories of "today's news today" from remote parts of the U.S.A. to the nearest NBC-TV stations for transmission to the series' look-and-listening audience.

A private link between the NBC film laboratories on 106th Street, New York City, and "News Caravan" headquarters on the fourth floor of the RCA Building in Radio City, enables producer Frank McCall and director Ralph Peterson to speed up production of the nightly news program. Raw film footage is reviewed and studied immediately upon its delivery from overseas and remote domestic points, prior to its usage on the evening show.

A secret chemical formula enables the NBC News and Special Events Department to develop film for "Camel News Caravan" and other network news shows within minutes after shooting. It is normal practice for the technicians to develop film while in flight.

R.J. Reynolds Tobacco Company sponsors the program through the William Esty Company advertising agency.

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NBC-New York, 1/26/54



SPOT SALES

News

EDWIN T. JAMESON PROMOTED AT NBC SPOT SALES

Edwin T. Jameson has been promoted to Eastern radio manager, NBC Spot Sales.

Announcement of the appointment was made today by George Dietrich, national radio manager, NBC Spot Sales, who said, "Jameson brings to his new post a creative sales force, administrative ability and a record of salesmanship which assure his success."

Jameson, who succeeds Dietrich as Eastern radio manager of the sales organization, joined NBC Spot Sales on Aug. 8, 1953. He came to NBC from Free and Peters, where he was an account executive for two and a half years. Previously he was with Crosley Broadcasting for five years as a sales executive, and before that was with WNEW and CBS.

He was born in Kansas City, Mo., and attended Columbia College and New York University. During World War II he served in the Army. He is married, has two children, and lives in Flower Hill, L.I., N.Y. He is a member of the Radio and Television Executives Society of New York and the Poor Richard Club in Philadelphia.

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NBC-New York, 1/27/54

January 27, 1954

AMERICAN EXPEDITION'S BRAVE ATTEMPT TO CONQUER
'K-2, THE SAVAGE MOUNTAIN' WILL BE SHOWN
IN FULL-HOUR PROGRAM ON NBC-TV

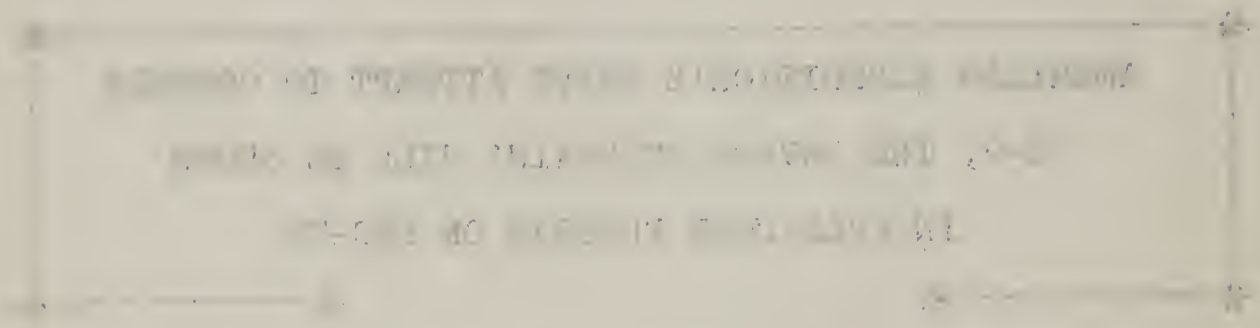
Why do men climb mountains? Can a man breathe without artificial oxygen at an altitude of 25,000 feet? What is K-2, and where is it?

The answers to these and other intriguing questions related to the most recent attempt to scale K-2 -- the second highest mountain peak in the world, located in the Karakoram Range in North-western Pakistan -- will be told in K-2, THE SAVAGE MOUNTAIN, a full-hour television program on the NBC-TV network.

The presentation, scheduled for Sunday, Jan. 31 from 2:30 to 3:30 p.m., EST, represents the first time that a major mountain-climbing expedition has been filmed especially for television. The American expedition, sponsored by the American Alp Club, failed to reach the summit. The eight-man party was halted within striking distance of the top because of the death of one of its members.

With leading members of the expedition acting as narrators, "K-2, the Savage Mountain" is the story of a group of America's foremost climbers setting out to conquer one of the world's most

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The first of these is the fact that the University of Michigan is a public institution.

The second is the fact that the University of Michigan is a non-profit institution.

Page 11

The third is the fact that the University of Michigan is a non-profit institution.

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inaccessible mountain peaks. NBC outfitted the expedition with cameras, tape recorders, film and other equipment to make a permanent record of their great adventure.

"The assault on a mountain," says Dr. Charles D. Houston, the expedition's leader, "must be organized like a military operation, with all the problems of logistics worked out in advance."

Entering the perilous glacier area, "sheer wonderland" to the visitors from distant America, one of the mountaineers reflects philosophically: "Why do men climb? Where else can a man walk amidst such beauty, such mystery, and feel himself a part of it?"

Pitching one of the base camps at 16,700 feet -- 1,200 feet higher than the highest point in the United States -- Dr. Houston reflects: "From now on each of us is dependent on the other in a way that only mountaineers or soldiers in combat can fully understand. The preliminaries are over. The climb begins."

Herbert Swope, Jr. is producer and director of the program.

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NBC-New York, 1/27/54

January 28, 1954

'EXCURSION' TO SHOW STEP-BY-STEP CONSTRUCTION
OF ATTRACTIVE, LOW-BUDGET HOME -- FROM
FIRST PLANS TO HOUSEWARMING

- - -

Film Story to Be Telecast in Two Installments

FOR RELEASE MONDAY, FEB. 1

The step-by-step construction of a sturdy, attractive, low-budget home, designed and built especially for EXCURSION, NBC television program produced by the TV-Radio Workshop of the Ford Foundation, will be shown in a film story on two successive Sundays, Feb. 7 and 14 (4-4:30 p.m., EST).

The two "Excursion" telecasts will demonstrate each step in the building of the house -- from the selection of land, grading, laying of the foundation, building of the frame, and finishing to the day of the house-warming.

The house was designed especially for "Excursion" by Carl Koch, well-known practicing architect and assistant professor at Massachusetts Institute of Technology's School of Architecture and Design. Construction was completed by Techbuilt, Inc., a few weeks ago on a plot near Cambridge, Mass. A family can have a builder construct such a home, with up to five bedrooms, for \$14,000.

(more)

"We believe it will be interesting to show on television, as part of the culture of our times, a merging of art and science in this demonstration," Robert Saudek, director of the TV-Radio Workshop, said. "It is our purpose to show how a house is designed and built, from theoretical plans to the housewarming."

Willard Van Dyke, who collaborated with Pare Lorentz on the award-winning documentaries, "The River" and "The City," produced and directed the film. Andy Lewis of the TV-Radio Workshop's staff wrote the script.

"Excursion" house incorporates a number of new ideas and building materials which account for its low cost. In times when \$12 per square foot is not unusual, even for a home in a building development, "Excursion" house has been built for slightly less than \$7.25 per square foot. It is a two-story structure 40 feet long and 24 feet wide. It has 1,920 square feet of floor space. The design is contemporary.

Architect Koch's idea for the home is based on the concept that a family should be able to buy a house for a lifetime. Most people, he feels, would like to put their roots down permanently in a home that can be revised to fit their changing needs. He designed "Excursion" house so that interior walls may be placed at will. As a result, the number of bedrooms can be changed with relative ease through insertion or removal of wall panels and closets. Similarly, the living room can be expanded or reduced. The load of the house is carried by the exterior walls, rigid beaming, and columns.

"Our feeling," Koch says, "is that while the turn-over idea is fine for many American products, the home means -- in addition to a

(more)

3 - 'Excursion'

house -- neighbors, friends, schoolmates. Why should people have to move as their needs and the size of their pocketbooks change? Within the same structure there can be many different ways for a family to live."

"Excursion" house is built around a core containing the utilities and immovable fixtures such as stairs, chimney, fireplace and bathrooms. The rest of the floor space is free to be divided as the family wishes. The arrangement to be shown on the "Excursion" telecasts has three children's bedrooms, one master bedroom, play area, kitchen, dining-room, L-shaped living-room (32 by 24 feet), one bathroom with rough plumbing for a second, and a wood-burning fireplace. The house is planned to relate to an attached 20 by 24 foot combined garage, workshop, hobby room or study.

Leading suppliers to builders have cooperated in the creation and construction of the house.

A booklet is being prepared on "Excursion" house and will be made available to viewers of the program.

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NBC-New York, 1/28/54

D'CON COMPANY TO SPONSOR RADIO 'COUNTRY TUNE PARADE MUSICAL'

The D'Con Company of Chicago will sponsor a country music-variety program Saturday nights on NBC Radio beginning March 6.


The program, titled COUNTRY TUNE PARADE MUSICAL, will be heard from 10 to 10:15 p.m., EST, (network except WNBC) and will originate in Station WSM, Nashville. It will feature folk singing stars Ernest Tubb and Goldie Hill, offering the top country tunes of the week.

The contract, for 13 weeks, was placed through Marfree Advertising Corporation for 127 stations. The D'Con Company manufactures rodenticides and insecticides.

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KAREL PEARSON AND BOB SEAL NAMED TO POSTS

IN NBC WESTERN DIVISION RADIO NETWORK

Karel Pearson has been appointed program manager of the NBC Western Division Radio Network, Thomas C. McCray, director of the division, West Coast, announced today. Bob Seal was named operations manager for radio in Hollywood. 

Pearson, who moves up from the position of production manager for the radio network, fills the vacancy created by Harry Bubeck's resignation last week. The new program manager joined NBC in San Francisco in 1934 as an office boy. He became night traffic supervisor in 1936 and moved to Hollywood in 1946 as Hollywood traffic manager.

From 1941-45 Pearson served in the U.S. Army as a lieutenant colonel in the Signal Corps. Following his discharge he became night manager and, subsequently, an NBC director, operations manager for the program department, and, in 1951, he was elevated to production manager. Pearson is 39. He was born in Omaha, Neb., and attended California Concordia College.

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NBC-New York, 1/28/54

NBC

TRADE NEWS

OK
January 29, 1954

MILLION-DOLLAR ADVERTISING-PROMOTION DRIVE FOR NBC-TV 'HOME' SERIES
TO BE LAUNCHED FEB. 1; WILL INCLUDE TV, NEWSPAPERS, TRADE PRESS

A \$1,000,000 advertising and promotion campaign to herald NBC-TV's revolutionary new daytime program, HOME, was announced today by Jacob A. Evans, NBC-TV's director of advertising and promotion.

The campaign will be the largest ever undertaken by NBC or any other network to promote a single show, Evans said.

Built around the theme, "'Home' -- the electronic magazine for women -- coming March 1," the campaign will kick off Monday, Feb. 1, growing in intensity and coverage each week thereafter until the show goes on the air on Monday, March 1 (11 a.m.-12 noon, EST).

It will embrace full-page and smaller ads in the daily press, double spreads in the trade press, posters on commuter trains, comprehensive promotional material for use by NBC-TV affiliates on a local level, extensive on-the-air promotion, direct mailings, sales letters and telegrams, special "Home" matchbooks -- plus several other unusual features.

Here are the highlights of the "Home" advertising campaign, as developed by Evans:

On Monday, Feb. 1, full-page ads will break in several metropolitan newspapers, explaining what "Home" is about, who will be on it, and pointing out its practicability and value to advertisers.

(more)

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2 - 'Home' Advertising

The same ads will run on later dates in double spreads in the trade press.

A series of network chimes breaks promoting "Home" will begin on NBC-TV the week of Feb. 1, starting at the rate of 15 the first week and building up to saturation point the week before the show goes on the air.

A series of 30 one-minute promotional films on "Home" will be seen on NBC-TV, also beginning the week of Feb. 1 and continuing at the rate of 24 a week thereafter. These will feature, in separate films each, Sylvester L. Weaver, Jr., President of the National Broadcasting Company; Richard A.R. Pinkham, executive producer of "Home"; the various editors of the show; Sol Cornberg, NBC-TV's supervisor of plant and facilities development, who designed "Home's" highly mechanized, \$200,000 set; and various NBC-TV stars whose shows revolve around the home -- such stars as William Bendix of "Life of Riley"; Dennis Day of "The RCA Victor Show Starring Dennis Day"; Joan Davis of "I Married Joan" and Gale Storm of "My Little Margie."

Throughout the month of February, smaller newspaper ads about "Home" will appear. On Sunday, Feb. 28, the day before "Home's" premiere, large newspaper ads will run in six major markets in addition to cooperative ads in the markets of NBC-TV affiliates. Similar sized ads also will appear in all these markets on the premiere date -- March 1 -- and continue throughout that week.

Beginning March 1 and continuing for a month, end-position posters promoting "Home" will be displayed in all commuter trains of the New York Central and New Haven railroads. This will mark the first time NBC-TV will have used this medium for advertising.

(more)

3 - Home Advertising

Also in March, the NBC-TV Advertising and Promotion Department will begin publication of a monthly "how to" magazine -- based on the editorial content of "Home."

The department also is planning a "Home Find-of-the-Month Club," which each month will mail to members an outstanding product introduced for the first time on "Home."

Throughout March, classified ads promoting the "Home" show will run under the "Home" listings of the real estate sections of metropolitan newspapers.

Complete sets of actual blue prints of "Home's" exciting new set now under construction are being mailed to a limited number of top executives of agencies and advertisers. Each set is accompanied by a letter from Mr. Weaver and a detailed guide to the blue prints.

In addition to the on-the-air material already outlined, there will be features on "Home" appearing during the next four weeks on such NBC-TV shows as "Today," "The Kate Smith Hour" and on the mothers' section of "Ding Dong School."

Evans also announced that NBC-TV has commissioned famed artist Hans Moller to create the logotype for "Home," which will be used in all visual reference to the show. NBC-TV's art director for the campaign is Fred Veit, manager of art production and graphics.

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NBC-New York, 1/29/54

also in March, the NBC-TV Advertising and Promotion Dept. will begin production of a weekly "NBC 10" program - based on editorial content of "NBC 10".

The department also is planning a "NBC 10-10-10" program, which each month will call for answers to questions posed by viewers for the first time on "NBC 10".

Throughout March, identified and unnamed "NBC 10" crew members under the "Home" listing of the local edition of the Chicago newspaper.

Complete sets of about 100 copies of "NBC 10" are being now under construction and being mailed to a local station. Executives of agencies and advertisers, both set to be contacted by letter from the station and a detailed guide to the program. In addition to the on-air material already outlined.

It will be featured on "Home" appearing during the next four weeks from NBC-TV shows as "Today", "The Mike Smith Show" and on the "NBC 10" section of "Living Force" section.

There also announced that NBC TV and commercial firms are now working to create the "NBC 10" show which will be in all major reference to the show. NBC-TV is also planning to launch in New York, Chicago and Los Angeles.

THERE'S A BIG 'MAIN JOB FOR MAIN STREET' IN AVOIDING RED INFILTRATION
AND FIGHTING CRIME ROBERT MONTGOMERY TELLS N.Y. ROTARIANS

"Main Job for Main Street" was the theme of a speech given by Robert Montgomery, executive producer and director of ROBERT MONTGOMERY PRESENTS on NBC-TV each Monday at 9:30 p.m., EST, at a luncheon meeting of the New York Chapter of Rotary International, at the Commodore Hotel on Thursday, Jan. 28.

Montgomery spoke of the need for continued vigilance on all fronts against the constant threat of Communist aggression and subtle infiltration, as well as the importance of ridding the country of organized criminal elements.

"Individual citizens acting in their own communities through their own organizations," said Montgomery, "-- organizations such as yours with its thousands of local chapters -- alone hold the key to a better and stronger nation capable not merely of resisting criminal aggressors, whether foreign or domestic, but capable of defeating and destroying them. To keep self-government healthy, to stop the centralization of authority, to make maximum use of the mechanisms held in our own hands, we must see that local governments do their jobs in full."

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THESE ARE THE MAIN REASONS WHY THE UNITED STATES
AND OTHERS HAVE BEEN ABLE TO DO THIS

"When the war began, the United States
Robert H. Jackson, Secretary of State, and
THE PRESIDENT ON FEBRUARY 22, 1942, AS A
ONE OF THE NEW YORK CHARTER OF THE INTERNATIONAL
A Treaty of Commerce, Jan. 23.

Accordingly, some of the most important
the United States Government and people
attention, as well as the importance of
United Nations.

"Individuals living in their own countries
A new organization, 'The United Nations',
with the assistance of local people - also
and stronger national people and people of
people, which is based on the principle of
people. To have self-government really, as the
tion of authority, to have the people in
own hands, we must see that local government is